

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

78th YEAR

JULY, 1955

**C. E. BICKFORD & CO.**

COFFEE BROKERS  
AND AGENTS

NEW YORK  
88 Front Street

NEW ORLEANS  
427 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?  
It's delightfully illustrated, and yours for the asking.*



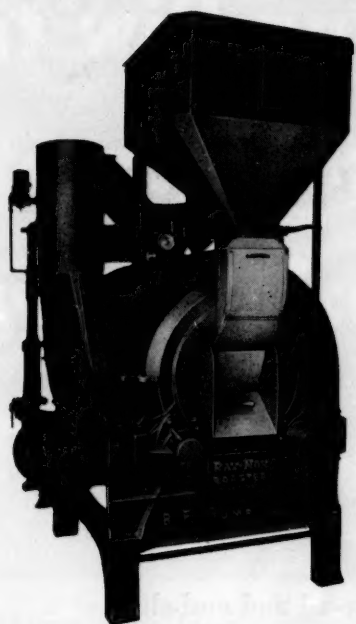
*Careful cultivation . . . Constant experimentation . . .*

*Assure perfect quality the year 'round*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

■ **Member of Pan American Coffee Bureau**  
120 WALL STREET • NEW YORK 5, N. Y.

## ***Improves Cup and Keeping Qualities — Reduces Roasting Costs***



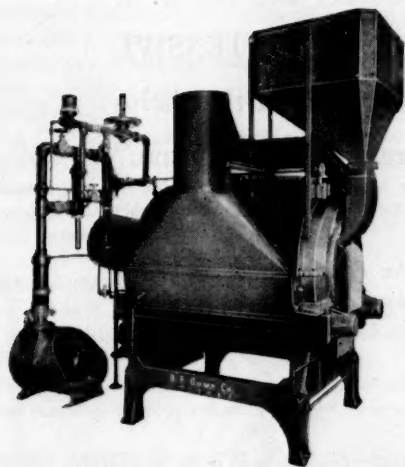
### **GUMP RAY-NOX<sup>®</sup> ROASTER**

You can improve the cup and keeping qualities of your coffee and cut roasting costs, with this advanced development in coffee roasting —the new Gump RAY-NOX Roaster.

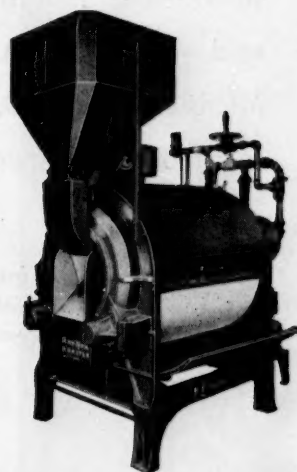
Roasts of many different blends of coffee have been made on the RAY-NOX Roaster. All have shown the same outstanding results in uniformity and full development. In a series of cup tests, coffee roasted on the RAY-NOX Roaster has been overwhelmingly picked by experts as having definite advantages in cup and keeping qualities.

Now thoroughly tested and proved in the field, the RAY-NOX Roaster has demonstrated definite production savings. There is a substantial economy in gas consumption. Power consumption is low. Cleaning and maintenance time is reduced to the minimum by the advanced engineering design of the RAY-NOX Roaster, and the use of stainless steel for all sheet metal parts coming into contact with the coffee. In every regard, the RAY-NOX Roaster offers the coffee industry the utmost in sanitation, easy maintenance, and operating economy.

You'll want to have complete information on this new development for a vital process in your business. Write *today* for details —and for a sample of coffee roasted to new standards of cup and keeping qualities, on a Gump RAY-NOX Roaster.



*Left-hand side view, showing rugged base castings, out-board bearings, and method of exhaust of gases from the cylinder and air from the scavenging area in the RAY-NOX Roaster, which eliminates re-circulation of the accumulated by-products of roasting and combustion.*



*Right-hand side view of the RAY-NOX Roaster, with one section of roaster housing lowered. Both lower and upper sections of the housing are quickly and easily removed, for ready access to the stainless steel cylinder.*



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS



---

# "Intensive Merchandising"

"The removal of surplus stocks and controlled minimum export prices is not the panacea for the economic ills of the producing nations, nor is it the cure-all and end-all solution for the problems of the coffee industry. However, there is one measure that promises rewards and at least a partial solution to the nightmare of surpluses and instability which is harmful to both the producer and the U. S. trade—**THAT MEASURE IS ACTIVE AND INTENSIVE MERCHANDISING.** It is an affirmative action that helps to remove stocks permanently by increasing consumption."

*Excerpt from an address by John F. McKiernan, president of The National Coffee Association of the U. S. A., at the annual convention of the Pacific Coast Coffee Association.*

**RUFFNER, McDOWELL & BURCH, INC.**

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

**"It pays to trade the Ruffner way"**

---

**COFFEE BROKERS AND AGENTS**

---

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, July 1955 Vol. 78 No. 7. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.



# it will pay you to package your spices in **R.C. metal top FIBRE CANS**

## Here are the facts . . .

- **SMALLER INVENTORY**—R. C. Fibre Cans can be ordered in any quantity—however small. It isn't necessary, because of expensive lithography, to restrict your orders to 25,000 or 100,000 lots. No need to overstock on a slow-moving spice item that will take years to use up.
- **MINIMUM DANGER OF OBSOLESCENCE**—With R. C. Fibre Cans you order when and as you need them. This means an up-to-date can—labels that can be easily and inexpensively revised.
- **FASTER SERVICE**—Quick, dependable delivery keynotes every R. C. order. R. C.'s broad facilities and thorough-going experience in the manufacture of fibre containers is enhanced by freedom from the usual material shortages and cutbacks—plus four strategically located plants.
- **DURABLE, SMART-LOOKING DESIGN**—Product protection comes first in R. C. Packaging. Rugged "shelf-proofed" design is combined with attractive, up-to-date design.
- **LOWER COST**—Less to produce—less to ship—always on hand without jamming up your valuable warehousing space.
- **COMPLETE VARIETY OF SHAPES AND SIZES**—Round, square, oval, or oblong—with any type of closure to fit your individual needs. Find out today how R. C. Fibre Cans will save you money, time, space and production headaches.



"CAN-gineers to the Packaging Industry"

# R·C· CAN COMPANY

MAIN OFFICE and Factory 9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kans.



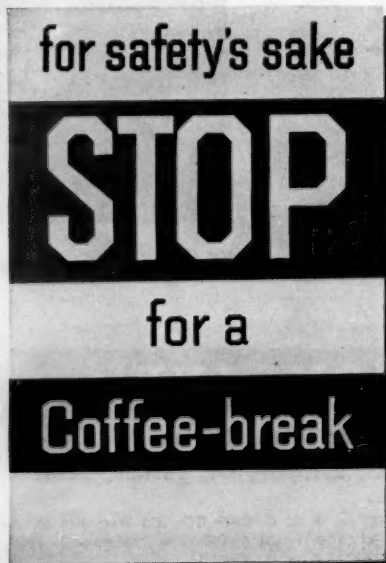
SALES OFFICES: C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., P. O. Box 3218 Sta. F., 1156 Dalon Dr., N. E., Atlanta 6, Ga. • S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 Washington Blvd., Los Angeles 15, Calif.

JULY, 1955

# ROASTERS PROFIT AS DRIVERS P.A.C.B. SAFETY PROGRAM



*back bar piece, 7½" x 15"*



poster, 28" x 42"



window streamer, 28" x 14"

# STOP FOR A "COFFEE-BREAK"— ROLLS INTO HIGH GEAR!

More and more roasters are joining in to support the P.A.C.B. summer safe-driving program. They've ordered thousands of pieces of promotional material and distributed them to their retail customers.

Restaurants, too, are taking this opportunity to build good public relations — and to sell more coffee, and the snacks and food that usually go with a "Coffee-break."

Backing the program are the three advertisements shown at the left. They are sponsored by the Bureau and appear monthly throughout the summer, full-page in *Life* and *The Saturday Evening Post*, as well as fifth-page size in leading Sunday newspaper supplements. Combined circulation of each of the three advertisements is 31,997,620 with several times that number of readers.



*This photograph of a typical Howard Johnson's unit shows how thousands of restaurants, roadside stands and other retail coffee outlets are tying in with the "Coffee-break" highway safety program. In addition, it is being supported by the Fraternal Order of Police and safety groups everywhere.*

*There is still time for you to take part in this worth-while public spirited program — and to help your customers sell more coffee this summer. Many vacationists are driving the nation's highways right now. The big Labor Day week end is still ahead.*

*If you have not yet ordered the posters and window streamers, they are still available to you at half-cost: \$6.00 a hundred for the 28" x 42" poster, \$2.00 a hundred for the 28" x 14" window streamer, \$2.00 a hundred for the 7½" x 15" back bar piece. All have ample space for your imprint. Write or call today.*

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y. • BRAZIL • COLOMBIA • COSTA RICA • CUBA  
DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR • GUATEMALA • HONDURAS • MEXICO • VENEZUELA

© 1955





**NOW**

**MORE THAN EVER  
IS THE TIME TO**

**SAVE**

**WITH**

**PORTUGUESE  
WEST AFRICANS**

**ANGOLA**

**CABO VERDE \* S. TOMÉ \* TIMOR**

**THEY ARE SWEET AND THEY WILL BRING  
DOWN THE COST OF YOUR BLENDS**

**JUNTA de EXPORTAÇÃO do CAFÉ**

**HEAD OFFICE • RUA AUGUSTA 27 - LISBON • PORTUGAL**

D. SARAIVA

THEY MAY LOOK ALIKE

but-



**your customers know  
the difference !**

We are the world's largest independent instant coffee manufacturer, serving leading grocery chains, coffee roasters, and wholesalers. Ask about our fast-selling instant coffee, fine quality, dependable service.

**PRIVATE LABEL PRODUCTION IS OUR  
EXCLUSIVE BUSINESS.**

**SOL CAFÉ MFG. CORP.**

*Instant Coffee & Tea Manufacturers*

180-02 BRINCKERHOFF AVENUE

JAMAICA 33, NEW YORK

Olympia 7-0700

From roaster to customer --

**COFFEE** *stays fresh*

*3 times longer*

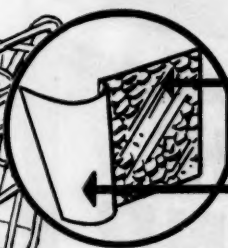
*in* **FLAV-O-TAINERS!**



Extra-fresh coffee will bring her back for more! To make sure your coffee holds that "just-roasted" flavor, package it in protective Shellmar-Betner Flav-O-Tainers. These durable bags keep coffee fresh 3 times longer.

The Pliofilm\* lining of each Flav-O-Tainer bag stops flavor-stealing oxygen from getting in. And all seams are hermetically sealed. That means when a bag is filled it can be heat-sealed, film to film.

Yes, your coffee is protected from roaster to customer when you package it the safe, thrifty way — in Shellmar-Betner Flav-O-Tainer bags. They adapt easily to *economical* automatic or semi-automatic filling.



**PLIOFILM\*** liner gives prolonged sales life, prevents moisture-absorption or drying out.

**SHELLMAR-BETNER** bag fills smoothly in automatic high-speed or semi-automatic operations.

\*TM, The Goodyear T. & R. Co.



**CONTINENTAL © CAN COMPANY**

**SHELLMAR-BETNER**

*Flexible Packaging Division*

MT. VERNON, OHIO

Sales Offices in Principal Cities





*The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.*

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbaco, Inc., 19 Rector Street, New York 6, N. Y.

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

JULY, 1955

The logo for Coffee & Tea Industries is enclosed in a dark, rounded rectangular border. The text "COFFEE & TEA" is prominently displayed in a large, white, serif, all-caps font. Below it, the word "INDUSTRIES" is written in a smaller, white, serif, all-caps font. At the bottom of the logo, the phrase "and The Flavor Field" is written in a white, italicized, serif font.

COFFEE & TEA  
INDUSTRIES  
*and The Flavor Field*

International Coffee Bureau formed....	11	Helping your salesmen.....	47
<i>Suggests export quotas, price range; Whitaker questions pact</i>		<i>Practical suggestions for getting maximum results</i>	
More coffee volume is basic answer....	12	Canadian tea promotion .....	50
<i>PCCA convention reports: talks, elections, social events, sports</i>		Packaging research advances .....	51
Food store coffee profits.....	15	<i>Projects revealed at opening of big new Canco laboratories</i>	
<i>Reader comments on "Coffee—loss-leader or profit-maker?"</i>		ASTA marks U.S. spice advances.....	53
Court upsets ban on extenders.....	16	<i>Skytop, Pa., convention elects officers, revises arbitration</i>	
Americans drinking more cups —but is "stretching" them.....	17	Search for spice container.....	55
USDA on world coffee exports.....	18	Pure vanilla promotion underway.....	55
The revolution in green coffee marketing.....	19	FEMA votes levy for vanilla research	56
<i>Fourth article of a stimulating series on buying, selling methods</i>		<i>Convention names Jenks president, discusses raw materials, markets</i>	
PACB board votes bigger fund increase .....	22		
Ask ban on soluble imports.....	24	<b>Departments</b>	
Introduction to symposium on effects of tea.....	43	Trade Roast—cartoon .....	18
<i>A leading doctor opens forum of medical men on tea drinking</i>		Solubles .....	24
Tea in India's second five-year plan..	45	Ship sailings .....	33
<i>V. I. Chacko discusses fundamental factors affecting over-all outlook</i>		Coffee outlook, movements .....	40
Ceylon cuts tea export duty.....	46	Tea movements .....	49
		San Francisco samplings .....	31
		News from other key cities .....	61-63

**Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign.**  
Published monthly. Copyright 1955 by The Spice Mill Publishing Co., Inc.,  
106 Water Street, New York 5, N. Y.



T. M. Reg

**Pioneer Publication in Coffee, Tea, Spice, Flavor**



## WHAT DO YOU LOOK FOR IN A **GRANULATOR?**

WE'RE SURE YOU'LL AGREE WITH THIS ✓ LIST



**COOL GRINDS** . . . BURNS Granulators grind the coffee and reduce the chaff *without overheating or darkening* the product.



**SHARP GRANULES** . . . BURNS Granulators, with *exclusive paired-roll design* throughout, turn out consistently sharp grinds—even in the finest ranges.



**UNIFORM PRODUCT** . . . BURNS Granulators have an *infinite number of settings* within the range of grinds, and hold any one of them hour after hour.



**EASY CLEANING** . . . BURNS Granulators are *modern-designed for easy access* to parts requiring periodic cleaning, lubrication or adjustment.

and



**ECONOMICAL HEAD PLAN** . . . BURNS Granulator Heads—with the *original sectional design*—can be replaced in whole or in any part. Cracker Roll unit is separate from Upper & Lower Finishing Roll units. You pay for reconditioning only those units which you think need it.

JUST AS THE BEST IN ROASTING IS BURNS NOW THE BEST IN GRINDING IS A

# BURNS GRANULATOR

# export quotas, 50—60 cent price range suggested by International Coffee Bureau

Coffee producing countries have been writing momentous trade history. They have been taking vigorous steps to break the industry's "boom and bust" cycle.

In New York City, representatives of 16 Latin American nations approved the creation of an International Coffee Bureau.

Also on hand was a delegate of the Belgian Congo.

The fledgling international coffee body moved rapidly.

It recommended to member countries specific export quotas to stabilize the world market.

Its constitutional committee suggested to the Latin American governments a provisional price stabilization plan. Basic grades of coffee would sell in a price range of 50 to 60 cents, ex dock New York.

[This suggestion was promptly clouded by reports from Rio de Janeiro that Brazil's finance minister, Jose Maria Whitaker, had declared the government would refuse to allow the fixing of minimums.]

[Later the Brazilian Coffee Institute announced it will carefully control the arrival of coffee stocks at export points to assure that monthly availability of supplies will coincide with market needs.]

[Alkindar Junqueira, Institute president, reported that drafting of the shipment schedules has been started.]

[Horacio Cintra-Leite, United States representative of the Institute, said enforcement of the schedules will permit Brazil to adhere to the proposed international agreement setting an export price range and establishing export quotas.]

The conference which formed the International Coffee Bureau named delegates of four countries—Brazil, Colombia, Mexico and El Salvador—to a constitutional committee.

The committee will prepare the draft of a constitution for ICB to be submitted to the governments of the world's coffee producing countries. With it will go a recommendation for approval within 60 days.

## **Tuck named public relations director for International Coffee Bureau**

*James Tuck, known to the coffee trade as director of public relations for the National Federation of Coffee Growers of Colombia, has been named to head public relations for the new International Coffee Bureau.*

*John Leighton, a partner in the firm of Ebrich, Stock, Leighton & Holland, was appointed ICB legal counsel.*

*Mr. Tuck has had extensive experience in public relations for Latin America. He represented the governments of Haiti and Mexico, and various industrial groups in Brazil, Chile and Mexico.*

*For many years he was overseas correspondent for the United Press, the Manchester Guardian and Reuters.*



At the historic conference in New York City which formed the International Coffee Bureau. Seated, from left: Augustin Alfaro, El Salvador; Mello Peixoto, Brazil; Andres Uribe, Colombia; Ferraz Egreja, Brazil; Alkindar Junqueira, Brazil; Augustin Ferreiro, El Salvador; Ernesto Fernandez Hurtado, Mexico; Rodolfo Peters, Costa Rica; Miguel A. Cordera, Mexico. Standing: J. A. Bolanos, El Salvador; Marcos Uscocovich, Ecuador; Ruy Miller Paiva, Brazil; Joao Paulo Rio Branco, Brazil; Horacio Cintra Leite, Brazil; Juan Martinez Ruis, Mexico; Maclovio Pina Morales, Mexico; Martin Diaz de Cosio, Mexico; Guillermo Rubiera, Cuba; Manuel Proto, Mexico.

Coffee countries in Africa and Asia will be invited to send representatives to the meeting of the constitutional committee.

The committee will include in the draft various proposals aimed at "stabilizing the world coffee market."

Specific plans for the structure of ICB are not yet available, but the organization is expected to be patterned on recommendations in the Fedecame resolution voted at San Juan, Puerto Rico, last April.

Three basic objectives will govern ICB, a spokesman said:

1. To provide consumers with maximum supplies of fair priced coffee.
2. To bring stability to the world's coffee markets.
3. To bring security to the world's coffee farmers.

The main emphasis in the ICB constitution is expected to be on increasing the sale of coffee in the world's markets.

Agreement on the system of coffee export quotas was reached at the New York conference by the 16 Latin American countries.

Under the agreement, Brazil will be permitted to export 15,350,000 bags for the crop year beginning July 1st, 1955.

Colombia's quota would be 5,650,000 bags.

The 14 Fedecame countries would share in the export of 5,250,000 bags.

The plan, termed provisional, was forwarded to the governments of the world's producing countries, with a recommendation for immediate enforcement.

ICB hopes that production in Africa and Asia will be adjusted to the distribution plan.

Manuel Mejia, manager of the National Federation

(Continued on page 27)



# more coffee volume is basic answer,

## PCCA convention hears; Shaw elected

By MARK M. HALL, San Francisco Representative  
Coffee and Tea Industries

The 24th annual convention of the Pacific Coast Coffee Association, held at Del Monte Lodge, Pebble Beach, Calif., lived up to the spirit of Western coffee men. The keynote was on the constructive side. There was a good representation from all parts of the country, but not a record one, due, no doubt, to the fact that Eastern coffee men are looking forward to the national convention on the Coast later in the year.

While this convention was held during a period of falling prices and lowered consumption, the tenor of the talks was on the hopeful side.

*Restore the drinking of coffee to normal levels in consuming as well as producing countries and surpluses would disappear, especially with prices stabilized at levels acceptable to growers, roasters, and consumers.*

E. L. Shaw, of Hills Bros. Coffee, Inc., San Francisco, was elected president, succeeding Oswald L. Granicher. E. T. Heathcote, of the S. F. Pellas Co., San Francisco, was named executive vice president. New members of the board of directors are:

From San Francisco—J. A. DeArmond, J. A. Folger & Co.; Manuel J. Rosen, M. J. B. Co.; E. M. Manning, Jr., Manning's Coffee Co.; Oswald L. Granicher, Ruffner, McDowell & Burch, Inc.; Weldon H. Emigh, Weldon H. Emigh Co., Inc.; J. B. S. Johnson, Jr., Otis McAllister; Thomas E. Duff, Leon Israel & Bros., Inc.; W. H. Hughes, Haas Bros., San Francisco.

From Los Angeles—Earl R. Lingle, Lingle Bros. Coffee Co.; H. O. Knecht, H. O. Knecht & Co.

From Portland, Oregon—E. D. Perry, Boyd Coffee Co.

From Seattle, Washington—John L. Castleman, Len & Co.

Members and guests arrived at the Del Monte Lodge Sunday, May 15th, with more coming Monday. That night guests attended the NCA movie, "The Coffee Case." The business meetings began Tuesday with speeches and election of officers. The golf sweepstakes rally, the golf tournament and the cocktail party were followed by the formal banquet and professional entertainment. The wives of coffee men



E. L. Shaw, of Hills Bros. Coffee, Inc., who was elected president of the Pacific Coast Coffee Association at 1955 convention.

attending the convention were entertained at a cocktail party and dinner at the Spindrift in Monterey with Margaret Rauchle as official hostess.

Retiring president Oswald Granicher opened the convention with an address of welcome to members. Wires of congratulations and remembrance were read from absent coffee men and regrets from Andres Uribe, who was scheduled to speak, but was unable to be present.

Mr. Granicher paid great tribute to men who served with him in handling the affairs of the association, and to those who worked on the committees. He also noted the capable and dedicated work for the association by Margaret Rauchle, its executive secretary.

He concluded with the warning that "we must, as an industry, bring all forces to bear in a cooperative manner, particularly through quality, also through sales promotion, to again get our full acceptance by consumers of coffee as a cheerful, inspiring and satisfying beverage."

Roberto Aguilar, second vice president of the Pan-American Coffee Bureau, addressed the meeting in place of Horacio Cintra Leite, PACB president, suddenly called to Brazil.

The great problem of the day was to increase the sales of coffee, Mr. Aguilar said, and emphasized it could only be done with fair prices to producer, roaster and consumer, coupled with the sales promotion and advertising of the



Relaxing in the spirit of Pebble Beach were (from left) W. G. Edgar, E. C. Ramsey, Fred Ruhland, E. F. Hoelter, William Lynch, Douglas

(Trade Roast) Wood, Harold Gavigan, John Stein, Bert Balart, John F. McKiernan, Andy Glover, Ed Johnson, Jr., H. Urrutia.



PCCA conventioners on the famed links at Del Monte included (from left) Ray Bradt, who retired as PCCA president., Oswald Granicher, D. N. Lillevand, R. L. Thomas, Earl Lingle, Bob Manning,

Cedric Sheerer, Jack Schimelpfenig, T. F. Barrett, Ernie Kahl, William J. Rowe, Ed Pattinson, J. B. Mahoney, Joseph G. Hooper, Jr., L. I. McKim, Margaret L. Rauchle, PCCA executive secretary.

Bureau. As part of this program, the public must be educated, whether in the home or in public, to demand a stronger, better-brewed cup of coffee.

The coffee market today is not expanding, yet people are drinking more cups of coffee, he indicated. This paradox can only be resolved by a return to the honest cup of coffee, brewed with proper strength. The loss in coffee consumption was figured at about 10 per cent, and its explanation could only be found in "coffee stretching," he pointed out.

At the annual meeting of the Coffee Federation of Central America, Mexico and the Caribbean (FEDECAME), resolutions for the betterment of the coffee industry were passed, he said. One of these called for the establishment of a reserve stock of coffee. This could be used to stabilize the price of coffee for the consumer. When production ran low, the reserve could be drawn on to prevent price spiraling. The rise in 1949 was due mostly to the exhaustion of reserves at that time, he recalled.

The Latin American countries are merely trying to do what the United States has done right along in stabilizing prices of commodities, so that it can prevent the "boom-or-bust" cycles, he declared. Latin America is tied economically to the United States. Coffee is their great source of dollars which are spent in this country. Therefore, a solution to the coffee problems of the day are important to both the economies of Latin America and the United States.

Edward G. Cales, director of regional American affairs for the U. S. State Department, stressed the importance of coffee in the Latin American countries and the State Department's great concern for their welfare and good relations with the United States. For example, 86 per cent of the exports of San Salvador is coffee, 47 per cent of Nicaragua's exports and 43 per cent of Costa Rica's.

In 1953, before that last big rise in prices, the average price of coffee on the grocers' shelves was 89.2 cents, with

green coffee at 58.5 cents, Mr. Cales said. Today the spot price of coffee is about 5 cents lower and coffee on the grocers shelf is about where it was in 1953. However, per capita consumption has dropped 2 pounds and now stands at 14.75 pounds, with indications of going lower in spite of the decline in price.

Coffee accounts for about 40 per cent of the foreign exchange coming from all Latin American countries, he declared. This means that all United States exporters are interested in the price of coffee, as well as growers and workers in producing countries, he noted.

Take Brazil, for example, Mr. Cales suggested. She benefited less from the 1954 rise in price than other countries because of two successive short crops. In 1952-53 she exported 15,000,000 bags, and in 1953-54 14,300,000. In 1954-55 it will not exceed 11,000,000 bags, he indicated, adding that Brazil was the first country to institute price supports, and was in the position of holding the umbrella over other producing countries. Brazil's carryover is expected to be about 6,000,000 bags for this season.

Because of the time taken to bring coffee trees into maturity, protection of coffee is very inelastic, he said. In a period of low prices, producers cannot turn quickly to alternate crops. In a period of high prices and reduced crops, the grower cannot quickly increase his production or take full advantage of the situation because of consequent inflation.

The policy of the U. S. government is to rely on the normal market forces of international trade to keep prices at appropriate levels, Mr. Cales said. Arrangements for stabilizing prices by international action are likely to introduce rigidities in price-production relationships which would lead to a greater degree of maladjustment and a more difficult problem of readjustment at a later date, he declared. Fur-

(Continued on page 52)



At PCCA social events were (from left) R. C. Stolk, James A. De Armond, D. M. Johnson, Sr., Jack Mooney, Norman Johnson, E. A.

Wilson, Harry March, William J. Morton, Harry Maxwell, Olin Howell, Edgar J. Malmgren, Jr., A. C. Fenger.

MEMBER OF



**THE GREAT ATLANTIC & PACIFIC TEA CO.**

**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

A decorative border of coffee beans surrounds the central text area.

**HAITI  
COFFEE**



***is preferred -- because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



# "Let's find out!" readers urge on food store coffee profits

## Letters to the editor on "Coffee — loss-leader or profit maker?"

Dear Sir:

We commend both your factual article and your editorial on the "no-profit in coffee" myth, in your May issue. You have used the Foodtown Survey by the Progressive Grocer to blast most effectively the long-standing belief that there is no profit in coffee, even though it's generally agreed that coffee is a good traffic puller.

I take exception only to one statement in the article: "It is evident that more space for coffee would mean a greater yield per square foot in gross sales and in profit". Because the Foodtown Survey shows that coffee is profitable, it does not necessarily follow that more space for coffee would increase its profitability. Actually coffee sales might prove less profitable, if the space were increased. A recent study by the U. S. Department of Agriculture demonstrated this fact with canned foods.

There is a space squeeze in food stores these days, with the deluge of many new products which manufacturers are turning out. Coffee roasters and other suppliers should help operators in conserving space by proving the profitability of their brands and products from the space presently occupied. Then they should be cautious about asking for more space until tests have proved such space increase would also increase sales and profitability of their brands.

I hope your article will stimulate individual coffee roasters to undertake studies similar to the Foodtown Survey for their respective brands. I am unfamiliar with the brands of coffee for sale in the five Foodtown Super Markets in Cleveland. I'd like to know what percentage of the total sales of regular coffee were in bags, and how much in tin; what contribution the advertised brands delivered in sales volume and profits as compared with controlled or private brands (assuming they feature bag coffees under a controlled label).

As you intimate in your article, many roasters of advertised brands go on year after year without refuting the accusation that their brands are sold at little or no profit. They rely on claims, not always substantiated by facts, that their advertising attracts store customer traffic and consequently fast turnover. But they seldom back their claims with factual information based upon actual store studies. They blithely accept the charge that their brands are unprofitable.

The time has come to meet such claims head on. I touched on this when I spoke at the recent National Coffee Association convention at Boca Raton. I therefore commend your article and hope it will be read seriously by coffee roasters. The Progressive Grocer Foodtown Study will reward any manufacturers who take the time to study it. Its greatest value, and similarly the great value of

your article, will come from stimulating individual manufacturers or coffee roasters in making similar studies with their individual brands.

It is high time that we recognize our responsibility to food store operators by demonstrating, through store tests and factual proof, the profitability of our brands. We have been selling too many years with unsubstantiated claims based on exaggeration, occasional untruths and the lingo dreamed up by the Madison Avenue hucksters.

J. Sidney Johnson

*(J. Sidney Johnson retired June 1st as director of trade relations for the National Biscuit Co. He is now operating out of New York City headquarters as a marketing and trade relations consultant. Coffee men know him for his straight-from-the-shoulder comments at last year's National Coffee Association convention at Boca Raton. They also know him as a man in intimate contact with food stores throughout his business life.—Ed.)*

Dear Sir:

We have received the reprints of the article "Coffee—loss-leader or profit-maker." Thank you for your prompt service.

It was my thought that the information contained therein should be most helpful to those men who actually do the selling job on coffee whether they are in the retail business or the wholesale business.

The past several years, as you know, have seen a tremendous change in the manner of merchandising coffee, and any information of the type contained in the article that we can pass on to our selling force will undoubtedly prove to be of great value.

Earl D. Jones, Manager  
Consolidated Food Processors, Inc.  
Baltimore, Md.

Dear Sir:

We have just read the very illuminating article by your editor, Bernard Sachs, in the May issue, regarding the Progressive Grocer survey on coffee and tea.

We are wondering if you could furnish us with about a dozen copies of this editorial, or if this many are not available, just one copy.

We plan to give a copy to each of our salesmen and several of our larger accounts.

Harold F. Thomas, Advertising Manager  
Donovan Coffee Co.  
Birmingham, Ala.

## Arkansas health board's ban on sale of coffee extender blocked by State Supreme Court

Attempts to ban the sale of a coffee extender, Buisman's Famous Dutch Flavoring, in Arkansas have been blocked by a State Supreme Court decision.

Justice E. F. McFaddin's opinion posed the question: what is a cup of coffee?

In arriving at his decision, the judge cited a Webster's Unabridged Dictionary definition of coffee as "a drink or substance used as a substitute for coffee."

COFFEE & TEA INDUSTRIES has called this definition to the attention of the G. & C. Merriam Co., publishers of the dictionary.

This magazine feels the definition, the fourth one under "coffee," is more properly a definition of "ersatz coffee."

The Arkansas Supreme Court ruling upheld a lower court injunction against efforts by Harold L. Austin, director of the state's Division of Food and Drug Control, to stop sale of the coffee extender in stores.

Mr. Austin claimed sale of Buisman's Famous Dutch Flavoring violated the state's Food, Drug and Cosmetic Act, passed in 1953.

He had ordered Jay Freeman, Inc., of Little Rock, Buisman's agent and distributor, to halt distribution of the coffee extender in Arkansas.

The importer of Buisman's won an injunction in Trial Court preventing Mr. Austin from forbidding the sale of the product. Mr. Austin appealed this decree to the State Supreme Court.

The Food and Drug Control Division director claimed Buisman's was in violation of the adulteration and misbranding clauses of the 1953 law.

The act declares: "A food shall be deemed adulterated . . . if any substance has been added thereto or mixed or packed therewith so as to increase its bulk or weight, or reduce its quality or strength or make it appear better or of greater value than it is."

The law also states: "A food shall be deemed misbranded . . . if it is a product intended as an ingredient of another food and when used according to directions of the purveyor will result in the final food product being adulterated or misbranded."

### What is a cup of coffee?

Justice McFaddin said the weakness in the appeal was "in the fact that there is neither a standard nor a definition for what is to be contained in the liquid composing a cup of coffee."

He declared that the most recently published revision of the Rules and Regulations of the Arkansas State Board of Health, issued in 1952, has nothing on this point. He added that the Board of Health, under which the Food and Drug Control Division operates, has the power to issue standards for a cup of coffee.

Justice McFaddin cited the definitions of coffee in Webster's Unabridged Dictionary, especially the first and fourth definitions, and stated. "So the dictionary recognizes a *substitute* at the same time that it recognizes that the liquid is from the *roasted seeds* of 'Coffea.'"

Mentioning the use of chicory in some coffee brands, the

(Continued on page 59)

**C. A. MACKEY & CO.**  
**Incorporated**

**IMPORTERS - COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**

# Americans drinking more cups of coffee, survey shows — but brew is "stretched"

Americans are drinking more cups of coffee than ever before.

The American housewife is setting the pace in this increase, especially with between-meal coffee breaks.

But the number of cups per person consumed each day in eating places has dropped considerably.

These trends in coffee drinking were revealed in the results of a national cross-section survey conducted during the winter of 1955 by the Psychological Corp. for the Pan-American Coffee Bureau.

The overall rise in cup consumption came against a backdrop of falling green coffee imports during the 1954-55 period.

It is apparent, PACB says, that both homes and eating places were "stretching" their coffee.

The average person of coffee-drinking age consumes 2.67 cups a day, according to the survey, an increase of 2 per cent over the 1954 figure of 2.60 cups. This rise is a continuation of the five-year trend which records similar gains for each year since the surveys were started.

About nine out of ten people (88.4 per cent) in the U. S. drink coffee—79 per cent drinking it every day. The largest proportion of those who don't drink coffee regularly are under 20 years of age, the study shows.

Coffee drinking at home now accounts for 84 per cent of total consumption, an increase of 3 per cent in the past year, and more and more housewives are discovering the value of a coffee break, the Bureau stated. Between-meal coffee drinking by homemakers increased 18 per cent over 1954 and has jumped 60 per cent since 1950, the report showed.

The study also showed that although there was only a slight increase over 1954 in the amount of coffee consumed at coffee breaks by employed people, the volume had almost doubled since 1950. Of employed people interviewed, 45 per cent said that coffee was available on the premises, a slight increase over the 44 per cent of last year. An additional 20 per cent, as compared with 15 per cent a year ago, said that they could go out for it.

The only reversal in the upward trend of coffee drinking came in the field of eating places where consumption dropped from .32 cups per person on a typical winter day to .25 cups—a 22 per cent loss.

This decline has been general, occurring in larger restaurants and cafeterias as well as in such smaller places as roadside stands, the report discloses. Furthermore, a table comparing the amount of coffee drinking in eating places by periods of the day shows drops of from 25 per cent at dinner to close to 50 per cent at lunch. Breakfast coffee drinking showed the only rise.

That the drop in coffee drinking in restaurants has also been occurring in all areas of the country but one is brought out by a regional breakdown of the statistics.

The decline is shown by another table to be in all age groups, with the decrease in the age groups from 40 to 60

## By Area

Geographic Area	In Eating Places		
	Cups Per Person Per Day 1954	1955	Change
New England	.28	.26	-.02
Middle Atlantic	.26	.22	-.04
East North Central	.36	.23	-.13
West North Central	.39	.29	-.10
South Atlantic	.27	.17	-.10
East South Central	.27	.14	-.13
West South Central	.34	.32	-.02
Mountain and Pacific	.34	.34	—
Total (Average)	.32	.25	-.07

## By Period of Day

	In Eating Places		
	Cups Per Person Per Day 1954	1955	Change
Breakfast	.03	.04	+.01
Morning	.08	.06	-.02
Lunch	.11	.07	-.04
Afternoon	.04	.04	—
Dinner	.04	.03	-.01
Evening	.02	.01	-.01
Total	.32	.25	-.07

## By Age

Age Group	In Eating Places		
	Cups Per Person Per Day 1954	1955	Change
15-19	.23	.16	-.07
20-24	.41	.45	+.04
25-29	.48	.41	-.07
30's	.42	.35	-.07
40's	.39	.31	-.08
50's	.32	.23	-.09
60 plus	.20	.10	-.10
Total (Average)	.32	.25	-.07

running somewhat more than the general average. The only gain was in the 20-24 year-old group.

The weakening of the brew may account for some of the drop in demand among eating place customers, the Bureau declared.

Price is another factor, according to the study. Whereas in 1950, 54 per cent of cups consumed in eating places were priced at a nickel, this figure dropped to 13 per cent in 1955. Conversely, the ten cent cup of coffee has increased from 32 per cent of the cups consumed in 1950 to 74 per cent in 1955.

The public's preference for an eating place which serves good coffee is highlighted by a recent Coffee Brewing Institute survey, according to the Bureau. Of those interviewed, 49 per cent said they often visited a certain restaurant because it served good coffee, while 33 per cent stated they had stopped going to another place because its coffee was not up to par.

(Continued on page 59)



**World exportable coffee output  
put at 37,000,000 bags  
for 1955-56 by USDA**

World exportable production of coffee for the marketing season 1955-56 is indicated at more than 37,000,000 bags, from revised estimates of Brazilian output and from primary forecasts from the other producing areas, according to a report by the U.S. Department of Agriculture.

This crop would exceed the 33,700,000 bags of 1954-55 by 10 per cent and the prewar (1935-39) average of 35,000,000 bags by almost 6 per cent.

Estimates of the Brazilian registered production for the 1955-56 season now place the crop at 18,000,000 bags, according to U. S. embassy and trade estimates.

At current levels of registered consumption in that country, the exportable surplus would equal 17,200,000 bags, or almost 26 per cent above the 1954-55 surplus anticipated through June 30th (i.e. registrations of 14,500,000 bags and exportable surplus of 13,700,000 bags).

Forecasts of the coming Colombian coffee crop have not been received to date. About 6,500,000 bags is the quota for that country and approximates the amount anticipated for 1954-55 prior to pessimistic weather reports during the winter.

Forecasts from the member countries of FEDECAME total 6,000,000 bags for 1955-56, compared with the December 16th estimate of 6,300,000 bags for 1954-55.

The 1955-56 forecast for FEDECAME members appears conservative in view of increased acreages in most countries

*Trade Roast*

By DOUGLAS WOOD



"Ask him if he can get us any 40-cent Colombians."

and in view of the quotas set by the newly-formed International Coffee Bureau for the areas during the coming season.

African forecasts of 1955-56 exportable surpluses total 6,000,000 bags, a decline of 3 per cent from the 1954-55 estimate of 6,200,000 bags.

Asian exportable production is forecast at 1,100,000 bags, an increase of 51 per cent over the 725,000 bags of 1954-55.

*Quality Coffees*

• **BRAZILS**

SANTOS  
PARANAGUA

RIO DE JANEIRO  
ANGRA

• **CENTRAL AMERICANS**

GUATEMALA  
SALVADOR

NICARAGUA  
COSTA RICA

• **COLOMBIANS**

MEDELLIN  
TOLIMA

ARMENIA  
GIRARDOT

MANIZALES  
LIBANO

• **ECUADORS**

UNWASHED

WASHED

*W.R. Grace & Co.*

# the revolution in green coffee marketing



By GEORGE A. MANDIS, Coffee, Cocoa and Sugar Specialist

## Planning your purchases and sales

*This is the fourth of a series of articles. The ideas are entirely the author's. They are presented here as stimulating, serious thoughts on matters at the very heart of coffee buying and selling. Comments on the author's ideas are welcome.*

The author will define the meaning of hedging in a future article. Most literature on hedging has been oversimplified and does not give the average reader in the trade a true perspective as to what hedging should entail.

Large roasters and certain importers as well have not been planning their purchases and sales with respect to New York coffee & Sugar Exchange futures. Quite a few in the trade feel they can operate on a fixed price basis. The author feels that this method of operation will soon be outmoded. Several large firms, importers as well as roasters, have been holding conferences with the author working over the ideas portrayed in these articles. Prospects look promising.

Hence, as we mentioned earlier, the logic behind "linear programming" is an attempt to show the trade how to *maximize their profits and minimize their cost of the raw coffee bean* and at the same time *stimulate demand at the retail outlets* by maintaining fairly stable prices for blends regardless of raw coffee bean price fluctuations.

At this point the writer would like to mention that quite a few experienced spot coffee handlers have two main misconceptions regarding the futures. They are:

1. The average roaster who buys the board as a hedge against forward sales to his D/R outlets will tell you that he *does not like* the board because if he holds for delivery, he does not know what type of coffee he will receive.

Answer: If a roaster, R, desires a specific type of coffee, he should never be long when a delivery month becomes a spot month. The R should be out of the spot way before the first notice day. Therefore, whenever an R goes long the futures he should immediately *keep his "eyes" wide open* looking for an opportunity to exchange the futures for the actuals (against actuals known as AA's) or liquidate his long position and buy the basis, R<sub>Bi</sub>, on a buyer's call. Hence, the only people who should be long and short in the spot month should be I/D's, other coffee operators, roasters who can use any type of coffee tendered and roasters who desire to tender coffee they cannot use, along with some speculators.

2. Some I/D's and R's sell the futures as a possible hedge against inventories without paying attention to the "basis." The I/D should watch his selling basis, (B<sub>i</sub> + K<sub>i</sub>) or (B<sub>i</sub> + C<sub>i</sub> + P<sub>i</sub>) and make sure his selling basis

is in line with what other I/D's are offering for the same kind of coffee. The roaster, on the other hand, must watch his cost differential for doing business and make sure that his entire cost picture will not go out of line with respect to the futures and his selling price on coffee blends. This phase regarding the R will be covered below.

We shall now attempt to give a mathematical illustration of how a roaster, R, could plan his coffee bean purchases under this proposed coffee marketing organization and tie in these operations with the spot and shipment market, as well as with the B and M contracts on the New York Coffee & Sugar Exchange.

The roaster must learn to anticipate his coffee bean requirements while at the same time being fully aware of the following three factors:

1. Current raw coffee bean quotes, R<sub>Cri</sub>, or spot prices, as well as for shipment prices.
2. The comparison of these R<sub>Cri</sub>'s with the futures, Brazilian on the B-contract and milds on the M-contract.
3. From 1 and 2, the R must also watch the "basis," the R<sub>Bi</sub>.

Items 1, 2 and 3 are not static but dynamic, in the sense that they are subject to change in accordance with changes in the supply-demand conditions. Therefore, when a decision must be made, make it.

From the above three items we can form our first simple equation:

$$R_{Cri} = (N_i + R_{Bi})$$

This equation ties together the three variables—the full spot or shipment price, the quoted basis and the price of the corresponding future delivery month. Brazilian Cri should be based on the B-contract and the mild Cri should be based on the M-contract. Also, it is always important to watch these three variables and their inter-relationships in planning your requirements. Any roaster planning his inventory requirements without watching all three variables at the same time along with some others is *speculating*.

For each "i"th inventory planning, the R knows his total manufacturing cost or overhead, R<sub>CCi</sub>, along with the profit return expected, the R<sub>Pi</sub>. It becomes now a simple matter to compute the selling price of his blend, S<sub>i</sub>, to his distributor/retail outlets, D/R. Hence, the R must know his R<sub>CCi</sub>, R<sub>Pi</sub>, along with the S<sub>i</sub>, based on the current quoted full price of the raw coffee bean, R<sub>Cri</sub>. Therefore, for each "i"th computation or planning, the following must be done.

(Continued on page 21)

**Dr. E. E. Lockhardt appointed  
scientific director of CBI**

Dr. Ernest E. Lockhart, nutritional authority and former physiologist for an Antarctic expedition sponsored by the U. S. Department of the Interior, has been appointed scientific director of the Coffee Brewing Institute, Inc., according to an announcement by Andres Uribe, president. He will assume direction of all research activities for CBI in September.

Dr. Lockhart, member of the faculty of the Massachusetts Institute of Technology for the past ten years, has long been active and prominent in the fields of food chemistry, nutritional biochemistry, enzyme chemistry, flavor evaluation, food acceptance and radiation preservation of foods.

For the past two years he has planned and developed programs devoted to the study of brewed coffee and served in an advisory capacity to CBI. His work in this connection has included an investigation of the affect of water impurities on brewed coffee, the stability of coffee components at elevated temperatures, and the stability of vacuum-packed coffee held at sub- and supra normal temperatures.

During his career at M. I. T. Dr. Lockhart aided in planning research projects undertaken by the Division of



Dr. Ernest E. Lockhart

Nutrition of Biochemistry and was responsible for the development of a research program in the fields of food flavor chemistry, flavor evaluation and food acceptance in the Department of Food Technology.

As a member of the scientific staff of the Antarctic expedition, between 1939 and 1941, he assisted in the development of a new, improved and complete cold weather ration for field use in the Atlantic. In addition, he was a member of the Biological Field Party of the Expedition.

In recognition for his contributions to the Polar expedition Dr. Lockhart was awarded a special Congressional Medal. He also gained the distinction of having a mountain in the newly explored territory named in his honor by the U. S. Geographic Survey.

In 1942, Dr. Lockhart, who had been active in developing new analytical methods for nutrition research, assisted in the planning and development of concentrated survival rations for the Office of Medical Research, the United States Navy and the Army Air Forces. He also directed part of the field work for a study on the effect of vitamin supplementation on the nutritional status of industrial workers, a project conducted in collaboration with the National Research Council and the Eastman Kodak Company.

Dr. Lockhart, author of numerous papers that have appeared in scientific journals, is a member and chairman of the Committee on Taste Testing and Consumer Acceptance of the Institute of Food Technologists; chairman of the Institute of Food Technologists, Northeast Section; a member of the Division of Food and Agriculture of the American Chemical Society, and belongs to the American Association for the Advancement of Science, and the Society of Chemistry and Industry.



*Fine Colombian Coffees*

**LEONIDAS LARA & SONS INC.**

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: DIgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368



$$RCri + (RCCi + RPi) \equiv Si$$

The above equation must always be compared with the following algebraic expression:

$$(Ni + RBi) + (RCCi + RPi) \equiv Si$$

From the above, it can be easily seen how these changing variables can be tied together in such a way that they begin to have some meaning.

Now, the above two equations represent a fixed or static derivation for that particular moment when actual figures are substituted in these equations. Let us now give these equations some "life" in the sense that they will have dynamic representation in accordance with changing supply-demand conditions. Let us assume for each planned "i"th transaction or purchase the RCCi will remain a constant. Hence, the amount of RPi will now depend on your Si and RCri. When you contract to ship your blend at price Si to your D/R outlets, you would do this only if you had based this Si with respect to the RCri and related this with the  $(Ni + RBi)$ , such that  $RCri = (Ni + RBi)$ .

#### Relative frequency of success

The author has made statistical and probability analysis of the above-mentioned variables. The results obtained from this research seem to point out that the more "i"th plannings that can be crowded into a given period of time, the better becomes an I/D's or R's chance for achieving success on each "i"th planning. Success is defined here to mean that for each "i"th planning or transaction, the final result from the equation  $RCri + (RCCi + RPi) \equiv Si$  must be  $RACi \equiv RCCi$  for an R.

How can this be achieved? The author would like to reserve this data, with the mathematical proofs, for a later date.

Limited space permits the author to explore here only one of *three choices* of action that can be taken by an R in planning each "i"th transaction. Suppose the quoted RBi is not satisfactory to the R for *contracting coffee on a buyer's call*. The R feels in this case that the futures on the New York Coffee & Sugar Exchange are cheap enough to hedge his forward sales, Si, to his D/R outlets.

When an R decides to buy a future contract at price Ni to cover each forward sale, Si, he takes this action because this purchase can be considered as *temporary substitute for the actual coffee desired*, or as a *temporary inventory* which later must be exchanged for a specific type of coffee desired on some favorable basis, RBi.

Hence, the R must constantly be vigilant in watching the following variables: (a) the rate of change of the future prices, Ni, hereinafter designated by the symbol x; and (b) the rate of change of the basis, RBi, hereinafter designated as y for the type of coffee desired. The R must also watch, in conjunction with the above, the relative change of the full price, RCri, with respect to (a) and (b), above. He must also watch the *timing* in exchanging the futures for the desired type of coffee at an RBi agreeable to both the R and the I/D.

Therefore, these two variables, the Ni and the RBi, must constantly be watched so that in the final analysis you may have a chance to achieve success for each "i"th determination. These two variables will give you (determined by

mathematical probabilities) total possible outcomes of nine different combination of events for each "i"th determination. Only four of these possibilities should concern the R or the I/D in planning each "i"th transaction.

Hence, the importance of the relationships depicted by the formulae are obvious—like  $RCri + (RCCi + RPi) \equiv Si$ , and where  $(RCCi + RPi) = RKi$ , and also to watch at the same time the relationship  $(Ni + RBi) + RKi \equiv Si$  in order to achieve in the final result  $RACi \equiv RCCi$ .

We can assume for each "i"th determination that the RKi remains constant, and if the R can guarantee the selling price, Si, to his D/R outlet based on current spot prices quoted, the R will come out in good order.

For the sake of simplicity and because of limited space, let us consider an example where Ni moves higher and the RBi widens after the roaster buys futures to cover his forward sale, Si.

In the final analysis of each "i"th determination, he must watch the rate of change of future prices, called x, and the rate of change of the basis, called y. If at a particular moment the R is ready to exchange his future contract and if the relationship remains  $x \geq y$ , the R's final outcome will be  $[(Ni + x) + (RBi + y)] = \text{new } RCri$  or actual cost of raw beans to be used in processing for each corresponding forward sale shipment, Si.

Hence, from  $RCri + RKi \equiv Si$ , then  $(Ni + RBi) + RKi \equiv Si$  and if  $x \geq y$ , the final outcome will be successful and the equation will appear

$$[(Ni + x) + (RBi + y)] + RKi \equiv Si$$

In conclusion, the  $RACi \equiv RCCi$  for each "i"th determination will be achieved and termed a success.

---

**For an explanation of each of the symbols used in "The revolution in green coffee marketing", refer to page 55 of the June issue.**

---

During World War II, the consuming public was rather indifferent to coffee brands. His sole desire was for coffee per se—not for flavor and body, but just for "plain" coffee. During the postwar period this disregard for taste continued as coffee prices skyrocketed. Due to this situation, taste and preference in coffee hinged on the price factor alone.

In view of the prevailing circumstances, the propensity to buy coffee at the retail counter on the basis of price alone indicated a new aspect in marketing procedures.

It is the concerted opinion of many in the trade that coffee is being used as a loss leader by small retailers. The large chains have adopted special brands to counter price competition in coffee offered by the national chains. Therefore, it behooves American coffee roasters and processors to attempt to reduce violent price swings, improve quality and utilize processing techniques (such as iced coffee, instant coffee, etc.) to stabilize the industry.

In addition, a great many roasters have been operating on the theory that the panacea for greater distribution is lower prices. Actually, the writer is of the opinion that price now is not a weapon. Many roasters and certain coffee agencies have directed their advertising campaigns on this theme song, instead of cultivating the taste and preference concept.

The coffee trade would do well to plan a more constructive public relations campaign and get the "climate of coffee" back where it was during the prewar period. The

(Continued on page 59)

## Stepped-up promotion fund voted by PACB board; member countries must ratify action

A stepped-up program to build coffee volume in the United States may be on the way.

The board of directors of the Pan-American Coffee Bureau at its annual meeting in New York City voted to increase PACB's promotion budget two and a half times.

The decision takes effect October 1st, 1955.

Member governments or coffee associations in the 11 PACB countries must ratify the plan. This approval will be coming through by the target date, it was indicated by Horacio Cintra-Leite, Bureau president.

The Bureau is currently supported on the basis of ten cents per 132-pound bag of green coffee imported into the United States and Canada from the member countries.

Under the new plan, this will be upped to 25 cents per bag, according to the announcement by Dr. Jorge Rossi, chairman of the board, who is Minister of Finance of Costa Rica. This is slightly less than two-tenths of a cent per pound of green coffee.

It was announced by Mr. Cintra-Leite, Brazilian delegate to the board, that a measure to increase Brazil's contribution has been favorably reported to the National Congress by its economic committee and that passage of the bill is expected in the near future.

During the two-day session, the directors approved the report of the Bureau's activities during the past 12 months

and the proposed program to be undertaken during the coming year aimed at increasing coffee drinking in the United States.

The Bureau will continue its advertising campaign in both consumer and trade media, Dr. Rossi said. New point-of-sale merchandising material will be produced for use by the domestic coffee trade and other cooperating groups in restaurants and food stores.



At PACB's annual directors meeting in New York City were (left to right around conference table) Antonio Aycinena, Guatemala; Ernesto Fernandez Hurtado and Maclovio Pina Morales, Mexico; Ricardo Ricart, Dominican Republic; Nelson Himiob, Venezuela; G. R. Goelkel, Bureau secretary; Jorge Rossi, Costa Rica, meeting chairman; Claudio Benedi, Cuba, meeting secretary; Horacio Cintra-Leite, Brazil; Andres Uribe, Colombia; Miguel A. Cordera, Mexico; Rodolfo Peters, Costa Rica; Guillermo Rubiera, Cuba; Marcos Uscocovich Bauta, Ecuador; J. Adalberto Bolanos and Augustin Ferreiro, El Salvador. Also attending the sessions were Jorge Borbon Castro, Costa Rica; Federico Garcia Godoy and Gustavo Tolentino, Dominican Republic; Agustin Alfaro and Jose Leon Flores, El Salvador; Jorge Arenales, Minister of Finance of Guatemala; Enrique Lopez Herrarate, Guatemala; David A. Kattan and Juan F. Funes, Honduras; Juan Martinez Ruiz, Mexico.

# THE WORLD'S BEST MILD COFFEES



FOR YOUR BEST BLENDS USE  
THE BEST MILD COFFEES IN  
THE WORLD WHICH ARE  
PRODUCED IN:

COSTA RICA • CUBA •  
DOMINICAN REPUBLIC •  
ECUADOR • EL SALVADOR •  
GUATEMALA • HAITI •  
HONDURAS • MEXICO • NICARAGUA •  
PANAMA • PERU •  
PUERTO RICO • VENEZUELA •



**FEDECAME (FEDERACION CAFETALERA CENTRO AMERICA-MEXICO-EL CARIBE)**

ADDRESS: FEDECAME • BOX 739 • SAN SALVADOR, EL SALVADOR, C.A.



## **When will bigger PACB budget come through?**

Coffee men, eager for a "crash" program of coffee promotion, are asking, "When will the increased Pan-American Coffee Bureau funds come through?"

Here's what the answer shapes up to at this time:

PACB's board voted in May for the increase in contributions from 10 cents per bag to 25 cents.

But PACB member countries and coffee associations have to ratify the action. PACB leaders are confident it will be ratified. In Brazil, a measure to increase that country's contribution has been reported out to the National Congress. Legislative actions can be slow, however.

PACB's board set October 1st as the target date for the increased contributions.

Even if ratification comes through by then, PACB bills participating countries quarterly on the basis of U. S. Department of Commerce figures. These are not available for six weeks after the close of the quarter. Bills for the quarter starting October 1st could not go out until some time toward the end of February, 1956.

A lag of several weeks, at least, is to be expected until remittances come in.

At best, therefore, the increased funds voted by PACB's board last spring won't reach the Bureau until next spring.

In the meantime, though, plans can be set on how to use the funds most effectively.

Plans were approved for PACB's public relations activities, as well as its consumer service and school programs, he stated.

The coming year will see increased usefulness of the Bureau's research department to the producing countries and the domestic coffee trade, Dr. Rossi declared. He pointed out that PACB maintains a continuing market research program and that the data can be of value to all elements of the industry in increasing the effectiveness of their own promotional programs.

The educational and research programs of the Coffee Brewing Institute, a non-profit membership corporation formed jointly by the Pan-American Coffee Bureau and the National Coffee Association, were reviewed and approved by the PACB Directors.

Primary function of the Coffee Brewing Institute is to help homemakers, eating places and institutions make a better cup of coffee. In carrying out this aim, the Institute plans to produce and distribute a variety of informational and educational materials in the coming year, according to Dr. Rossi.

The Institute is also supervising several research projects including the development of new analytical techniques for determining bean and brew quality, and a study of the chemical engineering principles involved in good brewing, with the development of coffee-making devices for institutional and home use.

Other research is underway along physiological, biochemical and psychological lines, he said.

### **Denmark raises coffee, tea duties**

Denmark, in order to reduce public consumption and conserve foreign exchange, has sharply increased its import duties on coffee and tea.

JULY, 1955

## **H. L. C. BENDIKS, INC.**

NEW YORK

96 Front St.

SAN FRANCISCO

40 California St.

NEW ORLEANS

225 Magazine St.

**IMPORTERS - JOBBERS**

**COFFEE - TEA**

**N. V. KOFFIE HANDELMY  
MATAGALPA**

P. O. Box 631

AMSTERDAM, C, HOLLAND



*It's  
Coffee-er  
Coffee!*

S. A. SCHONBRUNN & CO., INC.  
77 Water Street, New York, N. Y.



## **Solubles**

### **Ban on imports of instant coffee urged by Committee of Soluble Coffee Producers**

*This statement against imports of instant coffee is the first public comment by a group new in the coffee industry. The Committee of Soluble Coffee Producers includes about half a dozen of these companies and has "the sympathetic interest of a preponderance" of the others. Temporary chairman is George Harrison, president of The Harrison Co., New York City.*

There are many in the coffee trade who subscribe to the belief that the importation of soluble coffee is neither in the best interests of the U. S. consumer nor to the benefit of the U. S. coffee trade, with its many branches and affiliated services.

Freight, production and other cost factors considered, it is doubtful whether a processor of soluble coffee in a country of growth would have costs comparable to our own. There have, of course, been occasions when coffees were quoted at higher FOB prices than "similar" spots at U. S. ports, but this is hardly the rule. Quite reasonably, there is considerable doubt that grower/processors would always be obliged to pay as much for coffee grown within easy trucking reach as we have to pay for similar coffees here. One must naturally assume there is a worthwhile advantage for those

who can process coffees at origin and sell the finished product in the U. S. in competition with processed coffees made in the U. S. . . . or, why bother about it?

Almost universally, the proposal to build a processing plant in country of origin was supported by the important fact that the interested parties had access to coffees at a much lower cost than we had to pay in the U. S. They also saw no reason to omit lower grades. In fact, most interested parties believed that soluble coffee manufacture would permit them to use, either wholly or in part, coffees they would not ordinarily export to the U. S.

Everything considered, it would be logical to assume that grower/processors might very well have green costs ranging from 50 to 80 per cent of the green costs the U. S. processor must pay for coffees from the same country.

A projection of such a cost structure develops a disquieting picture. For example: The success of one or two growth manufacturers who started with the idea of selling processed coffee on the U. S. market would naturally prompt all coffee growing countries into similar activity and for the same purpose, so that U. S. producers of soluble coffee would find themselves at considerable initial bulk cost disadvantage. Even now the grower/processor would have lower costs of from 40¢ to \$1.00 per pound powder, a variable strictly at his pleasure and control.

What U. S. processor could compete at such odds? How long could they last?

If one or two U. S. processors have sole access to such low cost sources, it can easily be imagined what would happen to the remaining competition. An important chain reaction would follow in that no soluble coffee producer of any size would long permit a competitive producer to

# **SALVADOR COFFEES**

*Choice of American Roasters  
Creators of Good Will*

**COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.**  
**San Salvador • El Salvador**

**Cable Address: Coscafe**

**Telephone Nos. 758 & 1632**

have such cost advantages over him. The logical step for a competitor would be to build his own plant in the growth country offering the best advantages. This should be easy, since no growth country would want another growth country to have such an export advantage, and inviting "deals" should not be difficult to find.

Green coffee jobbers and everyone connected with the sale of green coffee, regardless of the nature of the service, would gradually lose out, since there would be less and less need for the green coffee that now is sold to U. S. instant coffee processors. Losses to green coffee dealers would amount to 400 pounds green coffee for every 100 pounds powder imported.

The constant development of soluble coffee consumption in the U. S. indicates that in a few years, the amount of green coffee used for soluble coffee manufacture might very well exceed the amount of green coffee to be used for sale as roasted and ground coffee. Green men can surmise the results if the soluble coffee industry moved to growth countries. The coffee trade here would ultimately be reduced to importing and packing the finished powder. Distributors could do this simple work with a suitable packaging unit.

#### Cost differentials

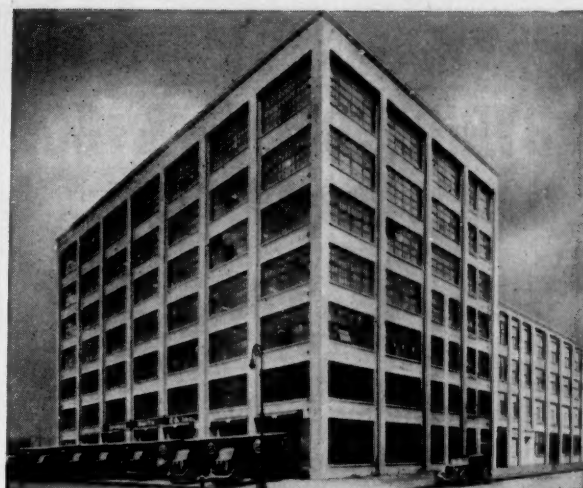
Steamship companies, railroads, truck companies and warehousemen would also be affected by the decrease in revenues. Carrying 100 pounds powder in no way makes up for the 400 pounds green, even though the bulk of the powder is somewhat greater pound for pound.

Add a further pessimistic observation. Cost differentials in the various growth countries would be far more marked than they are here. As pricing skirmishes become more spirited, there is bound to be a fast depreciation in quality as more green coffees now classed here as "undesirable for import" would find their way into solubles, causing new and greater problems.

This leads into another vastly important factor. Coffees which would ordinarily be refused entry into the U. S. could now be processed, wholly or in part, with passable coffees, and come into the U. S. in the form of soluble coffee for the "low low" price minded. It would make little difference if such solubles are blended here with solubles imported from various countries or blended with solubles produced here or even packed straight. Of significance is the fact that surveillance of a watchful Food & Drug Administration would thus be completely neutralized, since there are no known standards for detecting or controlling solubles made wholly or in part from any "illegal," off grade, infest, contaminated, etc., coffees. Although such coffees may be sold for general use at origin, they are not now permitted entry here as green. Public safeguards against undesirable coffees would thus be ineffective, and processors in countries of growth could easily be tempted into ventures presently avoided, simply because technical recognition of such undesirable coffees is extremely difficult if not impossible, when masked as solubles.

How might such a development reflect on maintenance of grading standards, values of premium coffees and the growers themselves? It has taken many years of conscientious, resourceful effort to develop the science of coffee growing to its present high standard, and agronomists continue to inspire the belief in general worldwide improve-

(Continued on page 28)



## A Century of Service...

PRIVATE LABEL BLENDING, ROASTING, PACKING — TEA BAG PACKING — TO SPECIFICATIONS — VACUUM TINS, 1-LB. PAPER BAGS, RESTAURANT PACKS, 2 AND 4 OZ. INSTANT.

Complete service available — supplying green coffee, roasting to your specifications, blending to your standard, packing under your label. Samples of your coffee matched and prices quoted.

## EPPENS, SMITH CO., Inc.

Direct Importers of Coffee and Tea  
51-02 21st Street, Long Island City 1, N. Y.  
Telephone EXeter 2-0600

## FAIRCHILD & BOLTE

91 FRONT STREET

NEW YORK

## Green Coffee

AGENTS AND BROKERS  
REPRESENTING  
BRAZILIAN and MILD SHIPPERS

#### Members:

NATIONAL COFFEE ASSOCIATION  
GREEN COFFEE ASSN. OF N.Y.C.  
N.Y. COFFEE AND SUGAR EXCHANGE



## BYRNE, DELAY & CO.

104 FRONT ST., NEW YORK 5, N. Y.

### Coffee

Agents for Reliable Shippers  
in Producing Countries

Specializing in:

**BRAZILS**  
**COLOMBIANS**  
**VENEZUELAN**

## STANDARDS OF QUALITY!

"PRESSURE PACKED"  
**Chase & Sanborn**  
"DOME TOP"  
COFFEE



**Tender  
Leaf**  
BRAND  
**TEA**

**STANDARD BRANDS**  
INCORPORATED

### Whitaker challenges ICB quotas, prices; Juanqueira resigns

Jose Maria Whitaker, Finance Minister of Brazil, said that Brazilian Coffee Institute president Alkindar Junqueira overstepped his authority in signing the International Coffee Bureau agreement. Mr. Junqueira resigned.

A finance Ministry spokesman said Mr. Junqueira had been instructed to seek agreement on three points:

1. That Africa be included in the agreement; 2. That Brazil's 3,200,000 bags already withdrawn be discounted from any agreement; 3. That no minimum prices be in the agreement.

### Jack Evans named consultant to Pan-American Coffee Bureau

J. K. (Jack) Evans, widely-known coffee industry executive, has been appointed consultant to the executive committee of the Pan-American Coffee Bureau, it was announced by Horacio Cintra-Leite, Bureau president.

The appointment is effective October 1st, 1955.

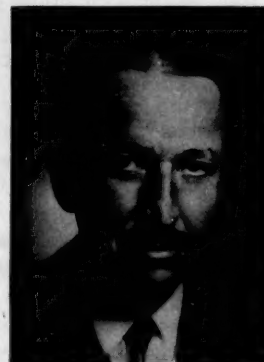
Mr. Evans is currently vice president of General Foods Corp. and has general manager of the Maxwell House Division. He retires under the company's regular program on July 31st of this year.

Mr. Evans' career began with Arbuckle Bros., New York City. In 1918 he became assistant to the president of the Franklin Baker Co., which affiliated with General Foods in 1927. In this firm, he held various positions in sales management and product management until 1946, when he took over his present assignment.

In the course of his duties, Mr. Evans has traveled widely in the coffee-producing countries and is a well-known figure in Latin America.

A native of Pennsylvania, Mr. Evans attended Mercersburg (Pa.) Academy and was graduated from Franklin and Marshall College, Lancaster, Pa.

He resides in South Orange, N. J.



J. K. Evans

## R. C. WILHELM & CO., Inc.

129 FRONT ST., NEW YORK 5, N. Y.

Importers — Distributors  
**Green Coffee**  
Qualified Service to Roasters

Telephone:  
WHitehall 3-5430

Cable Address:  
WILCAFE, N. Y.

Teletype:  
NY-1-613



## International Coffee Bureau

(Continued from page 11)

of Coffee Growers of Colombia, said the quota pact would probably be approved before the end of June.

If put into effect, the plan will mark the first international compact ever made in peacetime about the international movement of coffee, it was reported.

Delegates at the New York conference agreed that Brazil and Colombia should have priority in meeting new demands from existing reserve stocks.

Coffee remaining in each producing country after demand has been met will be kept in reserve until increased world consumption warrants its sale.

Financing of these "buffer" stocks, one of the big problems in the reserve stock plan, will be handled by each country individually.

The combined total of coffee to be exported under the suggested quota system in 1955-56 totals 26,250,000 bags. Exportable production of Brazil, Colombia and the 14 Fedecame countries for the new crop year has been estimated at 29,400,000 bags.

The difference of 3,150,000 bags is expected to be held by ICB as a reserve. To this reserve Brazil would contribute out of the 1955-56 crops 650,000 bags, Colombia 850,000 and the Fedecame countries 1,650,000.

The reserve stocks would be held in the various producing countries.

Jorge Rossi, finance minister of Costa Rica, who chaired the New York conference, said that "every possible step will be taken to end immediately the factors adversely affecting increased coffee consumption. The slump in coffee drinking in the U. S. and the continued low rate of consumption in Europe forms the core of our problems here."

He pointed out that U. S. per capita consumption had dropped from a high of 23.3 pounds per year in 1949 to 18.7 in 1954. Fourteen European and Scandinavian countries have an average per capita rate of less than 6.5 pounds today as opposed to 9.8 in 1939.

Concomitant with increasing consumption, Mr. Rossi said, the International Coffee Bureau will take steps to guarantee sufficient supplies of coffee for all consuming countries. Maximum consumption can only be attained, he emphasized, when consumers and processors have confidence that the supply of coffee in the marketplace

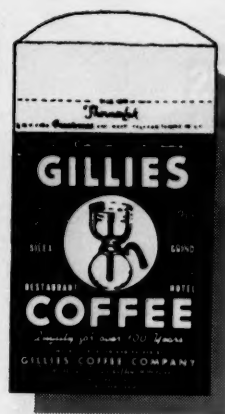
(Continued on page 63)

*Reeve Angel*

### COFFEE FILTER PAPERS

**We maintain stocks in New York to fit all sizes of urns at very attractive prices.**

**H. REEVE ANGEL & CO., INC.**  
52 Duane St. New York 7, N. Y.



**ThermaLok**

REG. U.S. PAT. OFF

**HEAT SEAL  
COFFEE BAGS**

*Made RIGHT!  
Priced RIGHT!*

Available with Heat Seal strip for fast, efficient packaging in Kraft and colors. Ready for immediate shipment from stock . . . or attractively printed with your Private Design.

Available in ½ lb. and 1 lb. sizes also.

*Write today for samples and prices*

**Atlantic**

**COFFEE BAG CO., INC.**

220 KOSCIUSKO ST. • BROOKLYN 16, N. Y. • HU-8-8100



**QUALITY  
PRIVATE  
LABEL  
INSTANT**



**Just For INSTANTS**



**Processors of  
Better Quality  
Instant Coffees**

**Telephone  
Flushing 3-1444-45**

**COFFEE INSTANTS, INC.**

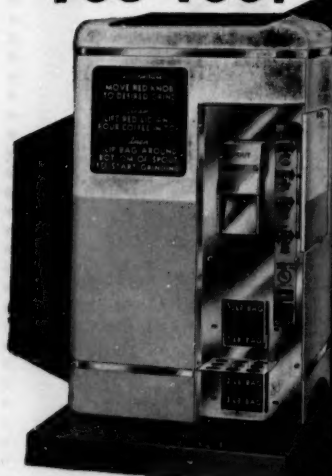
**133-23 35TH AVENUE FLUSHING 54, N. Y.**

## BOWEN SPRAY DRYERS Always Offer You More!



Your Most Practical Approach to  
**SOLUBLE COFFEE**  
production is thru-  
**BOWEN ENGINEERING, INC.**  
NORTH BRANCH 5, N.J.  
Write for illustrated booklet—  
*The Bowen Spray Dryer Laboratory*

## GRINDMASTERS WILL OPEN THE DOOR FOR YOU TOO!



Write for information on how you can use GRINDMASTERS to greatly increase sales of your bag packed whole bean coffees.

**AMERICAN DUPLEX CO.**  
815-827 West Market St. Louisville 2, Ky.

**1**  
Grindmaster's Low Cost encourages Retailer acceptance.

**2**  
The only way to get aroma selling for you and retailer.

**3**  
Makes retailers more willing to feature and promote bag packed coffees.

**4**  
More roasters use the GRINDMASTER to increase whole bean sales than any other make.

### NCA-CBI "Coffee Hospitality Lounge"

popular at clubwomen's convention

A "Coffee Hospitality Lounge" co-sponsored by the National Coffee Association and the Coffee Brewing Institute was highly popular at the international convention in Philadelphia of the General Federation of Women's Clubs.

During the four-and-a-half day meeting, the ladies were served more than 2,500 "perfect cups of coffee".

In addition, they carried back to their local chapters more than 3,000 coffee booklets and as many standard coffee measures.

On hand to serve the ladies and chat about coffee were members of NCA's public relations staff and representatives of the Coffee Brewing Institute. CBI's James Carson and Robert Bappert supervised the brewing of the coffee in the hotel's auxiliary kitchen and Mrs. Esther Feldman gave periodic demonstrations of home-brewing techniques. Eugene Laughery, General Manager of the CBI, visited the Lounge on the opening day of the Exposition.

John T. Coburn and John MacDonald, of the La Touraine Coffee Co., cooperated in making the activity a success.

The NCA-CBI project got underway with the first of regular, twice-daily coffee breaks and the presentation of "Coffee Crisis at the Quimby's" an amusing sketch which dramatized the importance of a well-brewed beverage to marital harmony. The sketch was written by Mr. Carson and performed by a cast of professional stage and TV talent.

In addition to the coffee service at the Exposition, NCA provided free coffee for the press room, a gesture much appreciated by the newspaper, radio and TV representatives "on assignment".

Demands have continued to come in for "Coffee 'Round the World", an NCA booklet of coffee recipes suggesting new and charming ways to serve coffee.

### Urge ban on imports of instant coffee

(Continued from page 25)

ment. A coffee man will readily imagine the dramatic effect on grower's pride and pocketbook when, because of the drive to produce a cheap cheap product, unhindered by the need of green "style," a processor at point of origin influences an extreme downward trend in standards. Would not such a depreciation result in the worsening of the important economies of coffee growing countries, let alone the "regard" for the proudest of all their products? Under no stretch of the imagination could this compensate growth countries for the very questionable value of the petty amount of "industrial development" expressed in employment figures.

Would not such a development reflect to the disadvantage of consumers here, who, without benefit of appropriate control and wooed by the lure of low low prices, become puzzled and disappointed at what happens to "their coffee"? By now we should be aware of the reactions of "rebellious" consumers and can ponder how much more such rebellion the coffee business can take.

Thoughts of a swing to imported soluble coffee develop a picture of slow deterioration of the coffee business in the U. S. and a steady choking off of the coffee industry everywhere outside of the growth countries.

This infant problem has evolved little interest at the moment. It is still a pretty thought wrapped in the inviting aura of friendly gesture, but picture the unpretty flower that



will come from this seemingly unimportant bud.

Individuals and groups have experienced uncomfortable developments suddenly looming to troublesome importance because of omission to take minor corrective action when the signs of the problem first appeared. Communities and trades have experienced the regrets of not having acted in time, with the immediate bereaved finding, with benefit of hindsight, of course, that the trouble could have been easily avoided if the warning signs had been taken seriously and the stricken had had the courage to act promptly and appropriately. Any seaman worthy of his salt knows how to prepare his ship for the blow he notes on the horizon . . . or else he and those for whom he is responsible might perish.

#### Corrective action now

Corrective action should be taken now, and nobody, not even grower/processors, would be hurt or offended. With the growth of soluble coffee importance, our government will certainly be urged to move in some protective direction more strongly later. Certainly our neighboring and distant grower friends will at such time be far more agitated after having been led to believe they could count on such business with the U.S. over the long haul, and after going to the great expense of setting up plants primarily for such a purpose. Surely there is no need to wait until it is too late, or for a time when action would be politically uncomfortable.

Placing a high tariff on soluble coffee would not solve the problem. The present 3¢ tariff per pound of powder is indeed ridiculous. It became part of the Tariff Act of 1930 when coffees were selling in the 7¢ to 13¢ range.

A tariff calculated to equalize the cost of foreign produced soluble coffee with our own cost would be ineffectual because of the rapid fluctuations in coffee prices. For example, a spot green coffee price of 56¢ might call for a 35¢ to 40¢ per pound tariff on soluble coffee, while coffees at 60¢ would indicate a 45¢ or 50¢ tariff to equalize foreign with domestic production costs. Even such high tariffs would be ineffective because these calculations have been made on the basis of foreign producers using coffees of approximately similar grades to those used here. One would have to guess at the cost of a product made from coffees which would not be permitted entry here as green coffees and a tariff of 80¢ or \$1.00 per pound might in such case be too low purely for "equalization" purposes. Any tariff policy aimed at giving the industry the protection it deserves would under such circumstances be strictly confusing.

U. S. soluble coffee production facilities rate as the finest in the world—at least they are fine enough to invite duplication in other countries. They are also quite sufficient unto our need, and can easily be expanded to cover any future processing requirements. *There is no need* to import a product we already manufacture so well and in such abundance, and our capable coffee processing industry and all other industries tied in with it can be sufficiently protected by simply *not permitting* the importation of soluble coffee nor any other form of processed coffee.

It is right to wish our neighbors well in the development of a product important to their economy, but the same enlightened self-interest which guides national policy for the general benefit of all other U. S. coffee processing industry. Enlightened self-interest is understandable, and there would be no reason for coffee growers or processors in growth countries to take offense if we also act to protect our industry. We will always need their green coffee for our purposes.

Examples of action as here suggested are common. Even our coffee growing neighbors are familiar with such protection. A good many of them import grain but place an embargo on flour in order to protect their millers (or grain processors). A U. S. embargo on the importation of soluble coffee would be a similarly wise solution for the benefit of the U. S. coffee industry and its many departments.

#### Equally important

Some hesitancy might be expected because the prevention of such imports would indicate higher prices than some believe necessary for soluble coffee. Would this thinking be justified in view of the protection now given practically every other U. S. industry to maintain a sensible economy in the general interest of the whole of the country? Imagine the conditions if it were not for such protective measures. Certainly the coffee industry must at least be equally important to have been favored with so much serious attention and excitement over the years.

What good would it be to us if we were honored with the epitaph: "Here lies an industry so noble in its generosity that it died of hunger while presenting its sustenance to others." What requirement is there that says we must be altruistic at the expense of our economic safety?

Serious reflection must convince everyone interested in coffee that the realization of what is now only a potential threat could penalize consumers, the U. S. Coffee industry and growth countries alike.

## ABYSSINIAN COFFEES

DJIMMA

HARRAR

**SJM**

← Symbols of Quality →

**ALKIS**

**S. J. MAGDALINOS**

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY  
17 Battery Place, New York



# MacLean, Wilson, Corey top PCCA golfers

By MARK M. HALL, San Francisco Representative  
Coffee & Tea Industries

When it comes to golf, we look to Ced Sheerer for a few wise and—if possible—witty remarks on the subject:

"Golfers were fortunate in finding ideal weather conditions prevailing for the three days. There was a great deal of interest engendered in the pool, which was ably handled by Hal King and his committee. Rumors were ripe that there was an influx of dark horses. One could see gatherings of touters and handicappers busily figuring performances based on liquid capacity, age, late-hour tolerance, and all the other imponderables which affect the play on Tournament Day.

"As Wednesday drew near, the interest grew more intense and various groups formed buying pools to back their judgment. 'Robby' Robinson was outstanding in his operation, and his visit was a great success, except he lost money and failed to shoot his customary 75.

"The outstanding performance were turned in by Vic MacLean, Ed Wilson and Carl Corey, all three playing excellent golf.

"Handicap committee, take note! We understand Corey is buying new irons with built-in distance. Wilson is buying a new putter, and MacLean is a hero at home because he picks out nice dresses for his wife. No one mentions Bill Lynch's golf any more; the 'golf-machine' has trouble getting bets in his foursomes these days.

"Ed Wilson, who was really hot, was running neck-and-neck with Vic MacLean. He landed on the 18th green with his fourth putt about 18 feet from the cup. A tie was in balance. Ed tapped his golf ball. It rolled right for the cup, swerved a little, hesitated, leaned over the side, ran around the rim, up again, and wobbled, undecided, then slowly rolled away. It was breathtaking even for the on-lookers. Ed lost a tie for number one place in the tournament by the whimsy of a golf ball.

"The Secret Foursome—Schmidt, Lingle, Bob Manning and Sheerer—had the whole tournament wrapped up, but Lingle had his skis on, Manning was too fresh from his honeymoon, and Sheerer couldn't putt. What Smitty did to that 15th hole shouldn't happen to a dog. Next year we will put blinders on him, or eliminate the 15th and let him play the 18th twice. Either way he is a cinch.

"The hole-in-one contest proved to be a trying ordeal for the weary finishers with Fred Schreuder finding the green with a shot at 6' 10 1/2" from the cup and walking off with a set of leather head covers for woods.

"The blind bogie contest ended with Jack Berard shooting a 103-39-64 and walking off with outgoing P.C.C.A. Prexy Os Granicher's beautiful prize of a thermo carafe decanter set.

"Last, but not least, the thirsty ones will never forget the yeoman-like work turned in by the volunteer refreshment committee of Lou King, Charlie Behre and Fred Stasiowski." Here are the golf scores and awards:

Here are the golf scores and awards: *Low Net*—1. Vic MacLean, 83-14-69, cup winner, set of woods; 2. Ed Wilson,

88-18-70, golf bag; 3. Bill Lynch, 82-10-72, tied for clock radio with Carl Corey, 89-17-72; 4. Ed Johnson, Jr., 93-20-73, caddy cart; 5. Ced Sheerer, 85-11-74, golf balls; 6. Jim De Armond, 83-8-75, tied for golf balls with Jim Dale, 93-18-75, and Ed Malmgren, Jr., 94-19-75.

*Low Gross*—Bill Lynch, 82, set of irons.

*Hole-in-one*—Fred Schreuder, 6' 10 1/2", head covers for woods.

*Blind bogie*—Jack Berard, 103-39-64, thermo carafe decanter.

*Guest Winners*—low net, A. C. Fenger, 92-22-70, sand wedge; low gross, Bill Burch, 89, golf balls.

Ernie Kahl and his golf committee did an excellent job this year, and the meeting stands out as one of the most successful to date.

After the labors of the Pebble Beach golf course, the boys were too fatigued to go ahead with the traditional baseball game between the roasts and greens.

The entertainment following the cocktail party and the formal banquet was of the usual high order under the able management of Ed Johnson, Jr., chairman of the committee in charge. As an eye opener to the professional entertainers, Ernie Shaw, the new president, opened up with a Hills Bros. Mambo. There was a verse for M.J.B. and "Ring the door-bell and see, Folger's." Professional talent followed, bringing the convention to a close.

## PCCA Sidelights

One of the most colorful figures at the convention was Bert Balart, founder of Alexander Balart Co. and, by age and reputation, the dean of the coffee business. With his romantic Catalonian blood giving fire to his temperament, his colorful attire—green shoes, red shirt, yellow coat and green tie worn over heavy woolen underwear (necessary, he says, for the low temperatures of Glendale and Pebble Beach)—Bert was a sensation.

\* \* \*

Another old timer Fred Merriman. A friend told the story of his having lunch many years ago in a popular fish restaurant in San Francisco with a number of coffee men, including Clarence Levy and Bert Balart. At the suggestion of Bert, they were eating calamares, sometimes known as a squid or ink-fish. Yoy had to be educated to fish delicacies to enjoy them. Most of the company were not and were inclined to shove them aside. One of the party said, "Bert, these are terrible, how can you eat them?" Clarence Levy explained, "Don't worry, he's paying for them so he will eat them if they kill him."

\* \* \*

Later, when a group of coffee men were reminiscing, Bob Quinlan said, "Bert, why don't you write a book about your experiences in the coffee business?"

"I would," replied Bert, "if Manning's would underwrite it for about \$50,000," and he looked straight at Andy Glover.

"I can't speak for my firm, but I'll subscribe to a copy in advance," Andy came back.

(Continued on page 32)

# San Francisco Samplings

By MARK M. HALL

■ ■ Green men report that business has been better in the last few weeks, as of this writing. Stocks have become so low that roasters have to buy, but they are paying a premium for spots. While Santos 4's were quoted around 50¾ on the futures exchange, spots were up to 59, depending on quality. July Colombians were being held 60 cents, while spots demanded 65 cents in San Francisco.

In New York, the total stocks on hand were 284,143 bags, of which 17,428 were Brazils. Last year at the same time there were about 604,000 bags. A comparable situation exists in this area.

Colombians are demanding all the market will bear. Centrals and Mexicans are cleaned up. Roasters will have to rely on Colombia. Brazil seems to be out to sell coffee, with the market going down as it has in the last few days. The spread between the two coffees has many roasters worried. There is no telling what will happen when Brazil reaches the peak of its crop in August and September. The quota system may help the situation, but it apparently cannot control prices unless Brazil is willing to hold back a lot of coffee and at the same time rely on the adherence of the smaller producing countries to such a scheme.

Wide spreads in spot and futures quotations still indicate there is little confidence in the future. With the coffee cruzeiro at 31 to the dollar and the open market on cruzeiros around 79 to the dollar, it is hard to figure how the Brazilian government can extricate itself from such a situation without something drastic happening.

■ ■ Figures as released by the Pacific Coast Coffee Association for the five months of this year in comparison with the same period last year show that coffee imports on the Coast are off about

30 per cent. Brazil imports are about 53 per cent off, Colombia about 49 per cent off, while Centrals are up about 8 per cent. In evaluating these figures, it should be noted that Brazil's declines in imports began in 1954.

Imports in tons through the Port of San Francisco show May of this year at 8,703, an upturn over the previous month. May of 1954 was 9,637 tons. The total for the five months of this year, which includes May, was 48,490. For the same period last year it was 76,923 tons. This year shows a loss for the period of about 58 per cent.

■ ■ William J. (Bill) Rowe, Sr., flew most of the way last month to Acapulco, Mexico to meet his daughter Roberta, the wife of Gordon Lopez, after the couple had made a trip of many miles in a 28-foot sloop from the Bahama Islands. They originally bought the boat on the west coast of Florida, visited Key West and Miami, and sailed over to the Bahamas, Haiti, San Domingo, Curacao, and the north coast of Colombia. After going through the Canal, they sailed up the west coast of Central America to Acapulco. There Bill met them, and he did some fishing which resulted in a catch of a sailfish nine feet four inches long. Bill returned home by air, and his daughter resumed the trip by boat up to Los Angeles, where she and her husband have their home. In all, Bill spent nine days, and now has a fish story he may have some difficulty making people believe.

■ ■ Wallace R. Riese received a letter from his son, Wallace R. Jr., in which a buddy in his barracks, Max Gordon, called his attention to a success story on tea and spices written in one of the trade periodicals. As Max Gordon's father has a tea and coffee business in New York, it could be said that two future coffee and tea men met in far-off Korea to discuss their participation in the businesses of their fathers.

■ ■ There was a sales meeting of the top executives and regional managers of Thomas J. Lipton, Inc., at The Greenbreier, White Sulphur Springs, W. Va. Miller Riddle, western manager for the company, attended. M. A. Rielly, formerly of San Francisco and now vice president in charge of marketing, was also there. Harold Suttle is the general sales manager.

■ ■ K. M. Mehta, one of the directors of Kefaria & Co., Cochin, South India, tea exporters, stopped in San Francisco to call on their representative, the G. S. Haly Co. This meant that Ed Spillane acted as his host while Mr. Mehta was here.

■ ■ Pete Jenkins, Pacific Coast coffee sales manager for S. & W., attended a recent convention of the Western States Chain Association at Coronado. It was the 34th, and had for its theme, "Ideas for Progress."

■ ■ Edward J. Vinnicombe, Jr., director of the tea department for McCormick & Co., Inc., and president of the Tea Association of the U. S. A., was a recent visitor to San Francisco to attend the board of directors meeting of his company. While here, he spoke before the S. F. ad club on marketing and advertising in the new India.

■ ■ Ted Strangman is the new coffee representative in the office of W. R. Grace & Co., in Los Angeles. Ted is young and energetic and is said to be boring in.

■ ■ The advertising and publicity department of A. P. L. hit the jack-pot when they used a photograph of Bob Manning and his bride in an advertisement. The picture showed them waving goodbye as they left on one of the A. P. L. steamers for their honeymoon in the Hawaiian Islands. They had Bob and his wife saying, "The food, the service . . . were really excellent." As Bob is in the restaurant, tea and coffee business, he should know, and it is possible that A. P. L. ships bring in some of his tea and coffee.

Incidentally, A. P. L. has signed an agreement with the U. S. government to

(Continued on page 63)

## E. A. JOHNSON & CO.

COFFEE IMPORTERS AND AGENTS

BRAZILS • COLOMBIANS • CENTRAL AMERICANS

166 California Street

San Francisco 11, Calif.

## THE G. S. HALY CO.

383 Brannan St. San Francisco, Calif.

TEAS

Import Agents — Brokers

## JOSEPH G. HOOPER JR., CO.

203 California St.

San Francisco

MILDS — BRAZILS

## WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

## GEO. W. REED & CO., INC.

GREEN COFFEE

210 California St., San Francisco 11, Calif.

Cable: "REEDCAFE"

(Member P.C.C.A.)



## PCCA sidelights

(Continued from page 30)

"I'll buy a copy for \$100," said Bob, and others chimed in with offers of that amount. There's a start, Bert, and if enough offers come in, get busy.

A. C. L. Schreuder, of Internatio-Rotterdam, could save PCCA a little entertainment money at future meets of the association. He stepped on the stage when the Mexican players were entertaining, relieved one of the players of his accordion, and cupped a better quality than the professionals.

Doug Wood of J. Aron & Co., official cartoonist for the coffee trade and Coffee & Tea Industries got enough material at the convention for 12 months of funny pictures.

Oswald and Walter Granicher are models of brotherly love. When Oswald wanted Walter to make his report as chairman of the nominating committee, he asked in his most brotherly tone, "if you are sober enough, will you please present your report?"

One of the guests was Frank Merriman, an old timer in the coffee business who is now manufacturing the Stovex. While Frank has lived the allotted three score and ten, he can hold his own anywhere, and that includes the tap room. He was one of the early pioneers in aviation, and during the first World War was a test pilot at the Wright Air Field.

Quite a few golf balls went into the drink at hole 18. It would be a good place for future deep sea diving, a new California industry.

Ed Johnson, Sr., went "western" at the banquet of the convention and shot up every table, causing a lot of excitement. Only he used flash bulbs instead of a six-shooter.

The weather at Pebble Beach always starts out cool. As the convention progresses it gets warmer. If coffee men stayed much longer, it might develop into a roast. At least, that is what the record for the last several conventions suggests.

Joe Hooper was disconsolate Wednesday afternoon because they would not use his services as an umpire in the baseball game. It was not that he was too old for the job, but the young buck roasters and greens were too fatigued after the golf game to play baseball. According to Joe, they should be supplied with electric caddie wagons to ride around the course, shooting the golf balls from air guns with automatic range finders.

Andrew Moseley, of Breakfast Club fame, spent the first evening of the convention watching the Rocky Marciano-Don Cockell fight in San Francisco. When he got back with the coffee boys everything seemed tame. The poor fans at the Lodge had to content themselves with TV.

Bill Morton told Ray Brandt he had a corner on the Djimmah and Uganda markets. Ray said he felt real concern for McCormick.

Ed Ramsey, of Caswell's, said he was back on the job and feeling like his old self, though he is not running up stairs two jumps at a time any more. Ed had a heart attack some time back and spent ten days camping under an oxygen tent. A long rest followed at home, and Ed is now thinking about a lot of good times to come in the coffee business.

Ralph Priminger, of Merrill Lynch, had his fortune told at the Lodge by the perennial female who hovers about looking for customers. Ralph said he was interested in his own future, but coffee men wondered if he was not more interested in the "futures" for which his firm is a broker.

*Connections with all Coffee Producing Countries*

**CARL BORCHSENIUS CO., INC.**

89 FRONT STREET  
NEW YORK, N.Y.

200 BOARD OF TRADE ANNEX  
NEW ORLEANS, LA.

465 CALIFORNIA, ST.  
SAN FRANCISCO, CALIF.

**ROASTING  
GRINDING  
PACKING  
VACUUM PACKING**

**Coffee Trade Roasters  
H. MILLS MOONEY & SON, INC.**  
20 FULTON STREET, NEW YORK 38, N. Y.  
Telephone: WHitehall 4-5138



# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line  
Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampson & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mam—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Neth—Royal Netherlands Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Inter-ocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gj—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mt—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
Sa—Savannah  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
7/16	Santa Cruz	Grace	LA7/25 SF7/27 Se8/21
7/27	Mataura	UFruit	NY8/8
8/8	Santa Fe	Grace	LA8/17 SF8/19 Se8/24
8/25	Santa Cruz	Grace	Cr9/8
9/25	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

<b>AMAPALA</b>			
7/10	Santa Fe	Grace	Cr7/23
7/21	Mataura	UFruit	Cr7/31 NY8/8
7/31	Lempa	UFruit	Cr8/3 NO8/8
8/29	Santa Cruz	Grace	Cr9/8

<b>ANGRA DOS REIS</b>			
7/31	Forester	PAB	LA8/22 SF8/24 Va8/30 Se8/31 Po9/4
8/30	Trader	PAB	LA9/20 SF9/22 Va9/28 Se9/29 Po10/3
9/27	Seafarer	PAB	LA10/16 SF10/18 Va10/24 Se10/25 Po10/29

<b>BARRANQUILLA</b>			
7/11	L. H. Carl	UFruit	NY7/24
7/11	Marna	UFruit	NO7/24
7/12	Santa Teresa	Grace	NY7/20
7/18	Otta	UFruit	NY7/31
7/19	Santa Ana	Grace	NY7/27
7/24	Byfjord	UFruit	NY8/6
7/25	Aggersborg	UFruit	NO8/6
7/26	Santa Catalina	Grace	NY8/3
7/27	Santa Fe	Grace	LA8/17 SF8/19 Se8/24
8/1	Mabella	UFruit	NY8/14
8/2	Santa Teresa	Grace	NY8/10
8/8	L. H. Carl	UFruit	NY8/21
8/8	Marna	UFruit	NO8/20
8/9	Santa Ana	Grace	NY8/17

SAILS	SHIP	LINE	DUE
8/15	Otta	UFruit	NY8/28
8/16	Santa Catalina	Grace	NY8/24
8/22	Byfjord	UFruit	NW8/28
8/22	Aggersborg	UFruit	NO9/3
9/12	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

<b>BARRIOS</b>			
7/13	Fiador Knot	UFruit	NO7/17
7/14	Choloma	UFruit	NY7/22
7/15	Cubahama	UFruit	Ho7/18
7/19	Leon	UFruit	NO7/24
7/21	Mabay	UFruit	NY7/29
7/26	Teide	UFruit	NO7/30
7/28	Lovland	UFruit	NY8/5
7/31	Cubahama	UFruit	Ho8/4
8/2	Fiador Knot	UFruit	NO8/6
8/4	Copan	UFruit	NY8/13
8/9	Leon	UFruit	NO8/13
8/11	Choloma	UFruit	NY8/20
8/14	Cubahama	UFruit	Ho8/18
8/16	Teide	UFruit	NO8/20
8/18	Mabay	UFruit	NY8/27
8/23	Fiador Knot	UFruit	NY8/27
8/25	Lovland	UFruit	NY9/4

<b>BUENAVENTURA</b>			
7/11	Santa Cruz	Grace	LA7/25 SF7/27 Se8/1
7/11	Santa Maria	Grace	NY7/18
7/18	Santa Luisa	Grace	NY7/25
7/22	Merchant	Gulf	Ho8/3 NO8/7
7/25	Santa Cecilia	Grace	NY8/1
7/26	Santa Flavia	Grace	LA8/3 SF8/7 Se8/14
7/27	Santa Ines	Grace	NY8/3 Bo8/8 Ba8/11
7/31	Santa Margarita	Grace	NY8/8
8/1	Santa Fe	Grace	LA8/17 SF8/19 Se8/24

SAILS	SHIP	LINE	DUE
8/5	Gulf Shipper	Grace	Ho8/17 N08/21
8/8	Santa Barbara	Grace	NY8/15
8/10	Santa Olivia	Grace	NY8/17 Ba8/22 Ba8/25
8/20	Santa Adela	Grace	LA9/1 SF9/5 Se9/12

#### CARTAGENA

7/11	Marna	UFruit	N07/24
7/12	L.H. Carl	UFruit	NY7/24
7/16	Santa Paula	Grace	NY7/20
7/19	Otta	UFruit	NY7/31
7/23	Santa Rosa	Grace	NY7/27
7/24	Bylfjord	UFruit	NY8/6
7/25	Santa Fe	Grace	LA8/17 SF8/19 Se8/24
7/26	Aggersborg	UFruit	N08/6
7/30	Santa Paula	Grace	NY8/3
8/2	Mabella	UFruit	NY8/14
8/6	Santa Rosa	Grace	NY8/10
8/9	L.H. Carl	UFruit	NY8/21
8/9	Marna	UFruit	N08/20
8/13	Santa Paula	Grace	NY8/17
8/16	Otta	UFruit	NY8/28
8/20	Santa Rosa	Grace	NY8/24
8/23	Bylfjord	UFruit	NY9/5
8/23	Aggersborg	UFruit	N09/3
8/27	Santa Paula	Grace	NY8/31
9/10	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

#### CORINTO

7/15	Santa Fe	Grace	Cr7/23
7/20	Mataura	UFruit	Cr7/31 NY8/8
9/1	Santa Cruz	Grace	Cr9/8

#### CRISTOBAL

7/13	Choliteca	UFruit	NY7/20
7/19	Marna	UFruit	N07/24
8/1	Aggersborg	UFruit	N08/6
8/1	Mataura	UFruit	NY8/8
8/4	Lempa	UFruit	N08/8

SAILS	SHIP	LINE	DUE
8/15	Marna	UFruit	N08/20
8/22	Frameggen	UFruit	NY8/29
8/29	Aggersborg	UFruit	N09/3

#### DAR es SALAAM

7/10	Rogveeen	Royal-Inter	LA9/6 SF9/11 Po9/16 Se9/19 Va9/21
7/19	Afr Lightning	Farrell	NY8/15
8/7	Schouten	Royal-Inter	LA10/7
8/10	Afr-Crescent	Farrell	NY9/11
8/21	Lawak	Nedlloyd	NY9/27 Pa9/30 LA10/17 SF10/20 Po10/24 Se10/28 Vol0/31
9/12	Kertosono	Nedlloyd	NY10/24 Pa10/30 LA11/16 SF11/19 Po11/23 Se11/27 Vall/30

#### LA GUAIRA

7/10	Meligunis	Ahi Trans	Car M17/28 Ch8/7
7/11	Evita	ArgState	NY7/16
7/12	Santa Monica	Grace	Pa7/19 NY7/20
7/14	Santa Paula	Grace	NY7/20
7/16	Santa Ana	Grace	7/27
7/19	Santa Clara	Grace	Ba7/26 NY7/27
7/21	Santa Rosa	Grace	NY7/27
7/21	Ciandra	Ahi Trans	Car M18/8 Ch8/15
7/23	Santa Catalina	Grace	NY8/3
7/26	Santa Sofia	Grace	Pa8/2 NY8/3
7/28	Santa Paula	Grace	NY8/3
7/30	Santa Teresa	Grace	NY8/10
8/2	Santa Monica	Grace	Ba8/9 NY8/10
8/3	Rio Jachal	ArgState	NY8/8
8/4	Santa Rosa	Grace	NY8/10

#### LA LIBERTAD

7/16	Santa Cruz	Grace	LA7/25 SF7/27 Se8/21
7/26	Mataura	UFruit	Cr7/31 NY8/8
7/29	Lempa	UFruit	Cr8/3 N08/8
8/7	Santa Fe	Grace	LA8/17 SF8/19 Se8/24
8/27	Santa Cruz	Grace	Cr9/8
9/24	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

**Where you want it...**  
**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

## ARGENTINE STATE LINE

Boyd, Weir and Sewell, Inc., General Agents  
24 State Street, New York 4, N. Y., Tel. BO 9-5660



SAILS SHIP LINE DUE

# LA UNION

7/12	Santa Fe	Grace	Cr7/23
7/15	Santa Cruz	Grace	LA7/25 SF7/27 Se8/21
7/24	Mataura	UFruit	Cr7/31 NY8/8
7/27	Lempa	UFruit	Cr8/3 N08/8
8/6	Santa Fe	Grace	LA8/17 SF8/19 Se8/24
8/30	Santa Cruz	Grace	Cr9/8
9/23	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

# LIMON

7/16	L. H. Carl	UFruit	NY7/24
7/16	Marna	UFruit	N07/24
7/23	Otta	UFruit	NY7/31
7/29	Byfjord	UFruit	NY8/6
7/30	Aggersborg	UFruit	N08/6
8/6	Mabelia	UFruit	NY8/14
8/13	L. H. Carl	UFruit	NY8/21
8/13	Marna	UFruit	N08/20
8/20	Otta	UFruit	NY8/28
8/27	Byfjord	UFruit	NY9/5
8/27	Aggersborg	UFruit	N09/3

# LOBITO

7/20	Tabor	Am-WAfr	USA8/15
7/23	Del Oro	Delta	N08/17
7/24	Afr Pilgrim	Farrell	NY8/23
7/28	Afr Pilot	Farrell	NY7/18
8/11	Del Campo	Delta	N09/4
8/23	Tatra	Am-WAfr	USA9/30
8/25	Afr Dawn	Farrell	NY9/14
8/30	Del Rio	Delta	N09/24

# LUANDA

7/18	Tabor	Am-WAfr	USA8/15
7/21	Del Oro	Delta	N08/17
7/21	Afr Pilgrim	Farrell	NY8/23
7/25	Afr Pilot	Farrell	NY8/17
8/9	Del Campo	Delta	N09/4
8/21	Tatra	Am-WAfr	USA9/30
8/22	Afr Dawn	Farrell	NY9/14
8/28	Del Rio	Delta	N09/24

# MARACAIBO

7/10	Santa Monica	Grace	PA7/19 NY7/20
7/13	Meligunis	Ahl Trans	Car M17/28 Ch8/7
7/17	Santa Clara	Grace	Ba7/26 NY7/27
7/21	Ciandra	Ahl Trans	Car M18/8 Ch8/15
7/24	Santa Sofia	Grace	Pa8/2 NY8/3
7/28	Santa Fe	Grace	LA8/17 SF8/19 Se8/24
7/31	Santa Monica	Grace	Ba8/9 NY8/10
8/7	Santa Clara	Grace	Pa8/16 NY8/17
8/14	Santa Sofia	Grace	Ba8/23 NY8/24
8/21	Santa Monica	Grace	Pa8/30 NY8/31
9/14	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

# MATADI

7/16	Tabor	Am-WAfr	USA8/15
7/18	Afr Pilgrim	Farrell	NY8/23
7/18	Del Oro	Delta	N08/17
7/22	Afr Pilot	Farrell	NY8/17
8/7	Del Campo	Delta	N09/4
8/19	Afr Dawn	Farrell	NY9/14
8/19	Tatra	Am-WAfr	USA9/30
8/25	Del Rio	Delta	N09/24

# MOMBASA

7/10	Roggeveen	Royal-Inter	LA9/6 SF9/11 Po9/16 Se9/19 Va9/21
7/31	Kettering	Robin	NY8/30
7/31	Afr Crescent	Farrell	NY9/11
8/7	Schouten	Royal-Inter	LA10/7
8/10	Stella	Lykes	Gulf9/9
8/21	Tuxford	Robin	NY9/20
8/23	Lawak	Nedlloyd	NY9/27 Pa9/30 LA10/17 SF10/20 Po10/24 Se10/28 Val0/31
9/15	Kirk	Robin	NY10/14
9/15	Kertosono	Nedlloyd	NY10/24 Pa10/30 LA11/16 SF11/19 Poll/23 Sell/27 Vall/30

## Regular Service

From The Principal Brazilian Ports To:  
NEW YORK NEW ORLEANS



# Lloyd BRASILEIRO

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK  
17 Battery Place

NEW ORLEANS  
305 Board of Trade Bldg.

## FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

## UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

GUATEMALA	NICARAGUA
EL SALVADOR	COSTA RICA
HONDURAS	COLOMBIA

and NEW YORK · NEW ORLEANS · HOUSTON  
and other U. S. ports

NEW YORK:  
Pier 3, North River

NEW ORLEANS:  
321 St. Charles St.





SAILS SHIP LINE DUE

# PARANAGUA

7/10	Del Monte	Delta	N08/2 Ho8/7
7/10	Mormacreed	Mormac	Ba7/28 Pa7/30 NY8/1 Bo8/4 M18/8
7/11	Siranger	Wes-Lar	LA8/16 SF8/19 Po8/24 Se8/26 Va8/29
7/12	Branco	Nopal	N08/2 Ho8/5
7/12	Mormacrio	Mormac	NY7/30 Bo8/2 Pa8/8 Ba8/10
7/17	Mormachawk	Mormac	Bo8/4 NY8/6 Pa8/8 Ba8/10
7/20	Guatemala	Lloyd	N08/11 Ho8/16
7/20	Itajai	Brodin	Ba8/9 NY8/11 Bo8/13 Pa8/14
7/21	Hav	IFC	NY8/7 Pa8/9 Ba8/11 Bo8/13 M18/17
7/22	Del Aires	Delta	N08/13 Ho8/18
7/22	Eckero	SCross	NY8/11 Bo8/14 Pa8/17 Ba8/18 N18/19
7/24	Mormacisle	Mormac	NY8/9 Bo8/12 Pa8/14 Ba8/16
7/24	Argentina	Lloyd	NY8/12
7/25	Buenos Aires	Stockard	NY8/13 Ba8/15 Pa8/17
7/26	Forester	PAB	LA8/22 SF8/24 Va8/30 Se8/31 Po9/4
7/27	Degeroe	Nopal	N08/16 Ho8/19
7/28	Mormacmar	Mormac	LA8/24 SF8/27 Po8/31 Se9/2 Va9/4
7/30	Del Mundo	Delta	N08/23 Ho8/28
7/30	Antonina	Brodin	Ba8/18 NY8/21 Bo8/23 Pa8/25
7/30	Mormacowl	Mormac	Jx8/15 Ba8/19 Pa8/21 NY8/23 Bo8/25 M18/29
8/1	Bow Hill	IFC	NY8/18 Pa8/20 Ba8/22 Bo8/24 M18/29
8/9	America	Lloyd	NY8/28
8/15	Santos	Stockard	NY9/3 Ba9/5 Pa9/7
8/15	Del Santos	Delta	N09/6 Ho9/11
8/16	Mormacland	Mormac	LA9/13 SF9/16 Po9/20 Se9/22 Va9/24
8/20	Bahia	SCross	NY9/10 Bo9/14 Pa9/16 Ba9/18 N19/20
8/20	Carada	Lloyd	N09/11 Ho9/15
8/24	Haiti	Lloyd	NY9/12
8/25	Trade r	PAB	LA9/20 SF9/22 Va9/28 Se9/29 Po10/3
8/27	Del Alba	Delta	N09/17 Ho9/22
9/5	Montevideo	Stockard	NY9/24 Ba9/26 Pa9/28
9/21	Seafarer	PAB	LA10/16 SF10/18 Va10/24 Se10/25 Po10/29

# PUERTO CABELLO

7/11	Meligunis	Ahl Trans Car	M17/28 Ch8/7
7/11	Santa Monica	Grace	Pa7/19 NY7/20
7/14	Santa Paula	Grace	NY7/20

SAILS SHIP LINE DUE

7/18	Santa Clara	Grace	Ba7/26 NY7/27
7/21	Santa Rosa	Grace	NY7/27
7/22	Ciandra	Ahl Trans Car	M18/8 Ch8/15
7/25	Santa Sofia	Grace	Pa8/2 NY8/3
7/28	Santa Paula	Grace	NY8/3
8/1	Santa Monica	Grace	Ba8/9 NY8/10
8/4	Santa Rosa	Grace	NY8/10

# PUNTARENUS

7/17	Mataura	UFruit	Cr7/31 NY8/8
7/21	Santa Fe	Grace	Cr7/23
7/25	Lempa	UFruit	Cr8/3 N08/8
9/5	Santa Cruz	Grace	Cr9/8

# RIO de JANEIRO

7/11	Skogaland	Brodin	Ba7/23 NY7/25 Bo7/27 Pa7/29
7/13	Colombia	Lloyd	NY7/28
7/13	Argentina	Mormac	NY7/25
7/16	Del Monte	Delta	N08/2 Ho8/7
7/16	Siranger	Wes-Lar	LA8/16 SF8/19 Po8/24 Se8/26 Va8/29
7/17	Branco	Nopal	N08/2 Ho8/5
7/22	Mormachawk	Mormac	Bo8/4 NY8/6 Pa8/8 Ba8/10
7/22	Mormacmar	Mormac	LA8/24 SF8/27 Po8/31 Se9/2 Va9/4
7/24	Rio Jachal	ArgState	NY8/8
7/24	Del Sud	Delta	N08/7
7/24	Hav	IFC	NY8/7 Pa8/9 Ba8/11 Bo8/13 M18/17
7/25	Eckero	SCross	NY8/11 Bo8/14 Pa8/17 Ba8/18 N18/19
7/25	Itajai	Brodin	Ba8/9 NY8/11 Bo8/13 Pa8/14
7/27	Del Aires	Delta	N08/13 Ho8/18
7/28	Argentina	Lloyd	NY8/12
7/28	Buenos Aires	Stockard	NY8/13 Ba8/15 Pa8/17
7/31	Degeroe	Nopal	N08/16 Ho8/19
8/1	Forester	PAB	LA8/22 SF8/24 Va8/30 Se8/31 Po9/4
8/2	Mormacowl	Mormac	Jx8/15 Ba8/19 Pa8/21 NY8/23 Bo8/25 M18/29
8/4	Brazil	Mormac	NY8/16
8/4	Bow Hill	IFC	NY8/18 Po8/20 Ba8/22 Bo8/24 M18/29
8/4	Antonina	Brodin	Ba8/18 NY8/21 Bo8/23 Pa8/25
8/6	Del Mundo	Delta	N08/23 Bo8/28

**Serving  
the  
Coffee Industry  
for over  
35 years**



## AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.  
Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.  
Rua 15 de Novembro 176-178

LUANDA & LOBITO:  
Sociedade Luso-Americana, Ltda.

MATADI:  
Nieuwe Afrikaansche Handels Vennootschap

**Delta Line**  
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

TO NEW ORLEANS AND  
OTHER U. S. GULF PORTS... FROM  
**SOUTH AMERICA**

PARANAGUA, SANTOS,  
RIO DE JANEIRO, VICTORIA

Regular weekly sailings



**WEST AFRICA**

ANGOLA, BELGIAN CONGO,  
CAMEROONS, IVORY COAST, AND LIBERIA

Regular three-week sailings



SAILS	SHIP	LINE	DUE
8/9	Mormacland	Mormac	LA9/13 SF9/16 Po9/20 Se9/22 Va9/24
8/11	Del Mar	Delta	N08/25
8/13	America	Lloyd	NY8/28
8/18	Santos	Stockard	NY9/3 Ba9/5 Pa9/7
8/20	Del Santos	Delta	N09/6 Ho9/11
8/24	Bahia	Scross	NY9/10 Bo9/14 Pa9/16 Ba9/18 N9/20
8/25	Del Norte	Delta	N09/8
8/28	Haiti	Lloyd	NY9/12
8/31	Del Alba	Delta	N09/17 Ho9/22
8/31	Trader	PAB	LA9/20 SF9/22 Va9/28 Se9/29 Po10/3
9/8	Del Sud	Delta	N09/22
9/8	Montevideo	Stockard	NY9/24 Ba9/26 Pa9/28
9/28	Seafarer	PAB	LA10/16 SF10/18 Va10/24 Se10/25 Po10/29

#### SAN JOSE

7/17	Santa Cruz	Grace	LA7/25 SF7/27 Se8/1
8/9	Santa Fe	Grace	LA8/18 SF8/19 Se8/24
8/24	Santa Cruz	Grace	Cr9/8
9/26	Santa Cruz	Grace	LA10/4 SF10/6 Se10/11

#### SANTOS

7/11	Argentina	Mormac	NY7/25
7/13	Del Monte	Delta	N08/2 Ho8/7
7/13	Colombia	Lloyd	NY7/28
7/13	Mormacreed	Mormac	Ba7/28 Pa7/30 NY8/1 Bo8/4 M18/8
7/14	Siranger	Wes-Lar	LA8/16 SF8/19 Po8/24 Se8/26 Va8/29
7/15	Branco	Nopal	N08/2 Ho8/5
7/16	Mormacrio	Mormac	NY7/30 Bo8/2 Pa8/4 Ba8/6 N18/7
7/18	Del Sud	Delta	N08/7
7/21	Mormachawk	Mormac	Bo8/4 NY8/6 Pa8/8 Ba8/10
7/23	Itajai	Brodin	Ba8/9 NY8/11 Bo8/13 Pa8/14
7/23	Hav	IFC	NY8/7 Pa8/9 Ba8/11 Bo8/13 M18/17
7/23	Rio Jachal	ArgState	NY8/8
7/24	Eckero	Scross	NY8/11 Bo8/14 Pa8/17 Ba8/18 N18/19
7/25	Guatemala	Lloyd	N08/11 Ho8/16
7/25	Del Aires	Delta	N08/13 Ho8/18
7/26	Mormacisle	Mormac	NY8/9 Bo8/12 Ba8/14 Ba8/16
7/27	Mormacmar	Mormac	LA8/24 SF8/27 Po8/31 Se9/2 Va9/4
7/27	Buenos Aires	Stockard	NY8/13 Ba8/15 Pa8/17
7/29	Degeroe	Nopal	N08/16 Ho8/19
8/1	Mormacowl	Mormac	Jx8/15 Ba8/19 Pa8/21 NY8/23 Bo8/25 M18/29
8/2	Antonina	Brodin	Ba8/18 NY8/21 Bo8/23 Pa8/25
8/3	Del Mundo	Delta	N0823 Ho8/28
8/3	Brazil	Mormac	NY8/16
8/3	Bow Hill	IFC	NY8/18 Pa8/20 Ba8/22 Bo8/24 M18/29
8/10	Del Mar	Delta	N08/25
8/12	America	Lloyd	NY8/28
8/15	Mormacland	Mormac	LA9/13 SF9/16 Po9/20 Se9/22 Va9/24
8/17	Del Santos	Delta	N09/6 Ho9/11
8/17	Santos	Stockard	NY9/3 Ba9/5 Pa9/7
8/23	Bahia	Scross	NY9/10 Bo9/14 Pa9/16 Ba9/18 N9/20
8/24	Del Norte	Delta	N09/8
8/25	Canada	Lloyd	N09/11 Ho9/15
8/27	Haiti	Lloyd	NY9/12
8/29	Trader	PAB	LA9/20 SF9/22 Va9/28 Se9/29 Po10/3
8/29	Del Alba	Delta	N09/17 Ho9/22
9/7	Del Sud	Delta	N09/22
9/7	Montevideo	Stockard	NY9/24 Ba9/26 Pa9/28
9/26	Seafarer	PAB	LA10/16 SF10/18 Va10/24 Se10/25 Po10/29

#### TANGA

7/10	Roggeveen	Royal-Inter	LA9/6 SF9/11 Po9/16 Se9/19 Va9/21
7/13	Afr Lightning	Farrell	NY8/15
8/3	Stella	Lykes	Gulf9/9
8/5	Afr Crescent	Farrell	NY9/11
8/7	Schouten	Royal-Inter	LA10/7
8/22	Lawak	Nedlloyd	NY9/27 Pa9/30 LA10/17 SF10/20 Po10/24 Se10/28 Va10/31
9/14	Kertosono	Nedlloyd	NY10/24 Pa10/30 LA11/16 SF11/19 Po11/23 Se11/27 Va11/30

#### VICTORIA

7/18	Del Monte	Delta	N08/2 Ho8/7
7/27	Guatemala	Lloyd	N08/11 Ho8/16
7/29	Del Aires	Delta	N08/13 Ho8/18
8/8	Del Mundo	Delta	N08/23 Ho8/28
8/22	Del Santos	Delta	N09/6 Ho9/11
8/27	Canada	Lloyd	N09/11 Ho9/15
9/2	Del Alba	Delta	N09/17 Ho9/22

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal, C.Z.

<sup>2</sup> Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

JULY, 1955

## NOPAL LINE

The Northern Pan-America Line A/S  
Oslo

Regular Service  
Fast Norwegian Motorships

Coffee Service

Brazil/U. S. Gulf

General Agents

Oivind Lorentzen, Inc.  
21 West Street, New York 6, N. Y.  
Whitehall 3-1572

New Orleans—Biehl & Co., Inc., Pere Marquette Bldg.

Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranaguá—Transparana Ltda.

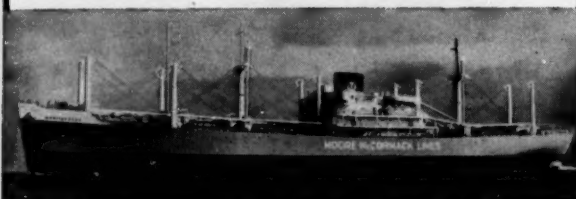
Buenos Aires—International Freighting Corporation, Inc.



Ships, efficient manpower and the most modern loading and unloading equipment are combined to make Pacific-Argentine-Brazil Line's coffee cargo service so superior. Fast schedules on C-3 ships between Brazil and America's West Coast.

**POPE & TALBOT**  
LINES  
Accommodations for 12 passengers  
PACIFIC-ARGENTINE-BRAZIL LINE  
PACIFIC WEST INDIES • PUERTO RICO  
PACIFIC AND ATLANTIC INTERCOASTAL  
POPE & TALBOT, INC. AGENTS  
Our New Address  
Executive Offices—100 Bush Street, San Francisco • DOuglas 2-2561

# MOORE-McCORMACK *Lines*



## REGULAR AMERICAN FLAG SERVICE

**AMERICAN REPUBLICS LINE** Freight and Passenger Service between East Coast of United States and the countries of **BRAZIL URUGUAY ARGENTINA**

**PACIFIC REPUBLICS LINE** Freight and Passenger Service between West Coast of United States and the countries of **BRAZIL URUGUAY ARGENTINA**

**AMERICAN SCANTIC LINE** Freight and Passenger Service between East Coast of United States and the countries of **NORWAY DENMARK SWEDEN POLAND FINLAND RUSSIA**

For complete information apply

**MOORE-McCORMACK LINES**

5 Broadway, New York 4  
Offices in Principal Cities of the World



**SHIP VIA**

**GULF & SOUTH AMERICAN  
STEAMSHIP CO.**

**SERVING THE WEST COAST OF SOUTH AMERICA**

Fortnightly American Flag Service . . .

fast, efficient service from Gulf Ports—  
with Limited Passenger Accommodations.

Expert cargo handling.

Contact us today!



**GULF & SOUTH AMERICAN STEAMSHIP CO., INC.**  
620 Gravier Street New Orleans, La.  
"In Other Cities Contact Grace or Lykes"

## TEA BERTHS

### CALCUTTA

7/10 Wonogiri	JavPac	SF8/10	LA8/14	Pa8/28	Se9/3	Va9/8
7/10 Exchange	Am-Exp	Bo8/14	NY8/15			
7/12 Macharda	Cunard	Bo8/12	NY8/14	Ba8/20	NY8/22	Ba8/23
7/12 Maidan	Cunard	Sa8/11	N08/16	Mo8/19	Ho8/24	Ga8/27
7/23 Exhibitor	Am-Exp	Bo8/27	NY8/29			
8/8 Garoet	JavPac	SF9/10	LA9/15	Pa9/29	Se10/4	Va10/8

### COCHIN

7/18 Exchange	Am-Exp	Bo8/14	NY8/15
8/1 Exhibitor	Am-Exp	Bo8/27	NY8/29

### COLOMBO

7/16 Exchange	Am-Exp	Bo8/14	NY8/15
7/18 Fernsea	Barb-Frn	Gulf8/30	
7/19 Macharda	Cunard	Bo8/12	NY8/14 Pa8/20 NY8/22 Ba8/23
7/19 Arnold	Maersk	NY8/20	MI9/4
7/21 Sunbeam	JavPac	LA9/4	SF9/10 Pa9/16 Se9/19 Va9/22
7/29 Exhibitor	Am-Exp	Bo8/27	NY8/29
8/1 Fernbay	Barb-Frn	Gulf9/14	
8/5 Hilda	Maersk	NY9/5	MI9/22
8/17 Laura	Maersk	NY9/17	MI10/2
9/1 Glenville	Barb-Frn	Gulf10/15	
9/5 Else	Maersk	NY10/15	MI10/22

### DJAKARTA

7/22 Bronxville	Barb-Frn	Gulf9/30
7/28 Glenville	Barb-Frn	Gulf10/15

### DJIBOUTI

7/25 Exchange	Am-Exp	Bo8/14	NY8/15
7/31 Roebiah	NedHoyd	NY8/23	Pa8/26 LA9/13 SF9/16 Pa9/20 Se9/24 Va9/27
8/8 Exhibitor	Am-Exp	Bo8/27	NY8/29
9/4 Lawak	NedHoyd	NY9/27	Pa9/30 LA10/17 SF10/20 Pa10/24 Se10/28 Va10/31
10/1 Kertosono	NedHoyd	NY10/24	Pa10/30 LA11/16 SF11/19 Pa11/23 Se11/27 Va11/30

### HONG KONG

7/17 Korean Bear	PacFar	SF8/1	LA8/7
7/18 Maren	Maersk	SF8/10	LA8/12 NY8/28
7/23 America	PacTrans	SF8/10	LA8/13
8/3 Susan	Maersk	SF8/26	LA8/29 NY9/13
8/14 Golden Bear	PacFar	SF8/29	LA9/4
8/18 Chastine	Maersk	SF9/11	LA9/14 NY9/29
9/3 Johannes	Maersk	SF9/25	LA9/28 NY10/12

### KOBE

7/10 Olga	Maersk	SF7/27	LA7/30 NY8/15
7/10 Dale	Pioneer	NY8/13	
7/11 Japan	PacTrans	SF7/26	LA7/30
7/25 Maren	Maersk	SF8/10	LA8/12 NY8/28
7/27 America	PacTrans	SF8/10	LA8/13
8/10 Susan	Maersk	SF8/26	LA8/29 NY9/13
8/26 Chastine	Maersk	SF9/11	LA9/14 NY9/29
8/10 Johannes	Maersk	SF9/25	LA9/28 NY10/12

### SHIMIZU

7/12 Dale	Pioneer	NY8/13
7/12 Olga	Maersk	SF7/27 LA7/30 NY8/15
7/13 Japan	PacTrans	SF7/26 LA7/30
7/27 Maren	Maersk	SF8/10 LA8/12 NY8/28
8/12 Susan	Maersk	SF8/26 LA8/29 NY9/13
8/28 Chastine	Maersk	SF9/11 LA9/14 NY9/29
9/12 Johannes	Maersk	SF9/25 LA9/28 NY10/12

### YOKOHAMA

7/13 Dale	Pioneer	NY8/13
7/15 Japan	PacTrans	SF7/26 LA7/30
7/15 Olga	Maersk	SF7/27 LA7/30 NY8/15
7/30 America	PacTrans	SF8/10 LA8/13
7/30 Maren	Maersk	SF8/10 LA8/12 NY8/28
8/15 Susan	Maersk	SF8/26 LA8/29 NY9/13
8/31 Chastine	Maersk	SF9/11 LA9/14 NY9/29
9/15 Johannes	Maersk	SF9/25 LA9/28 NY10/12



**CBI material in demand;  
342,000 pieces of literature,  
2,000,000 measures distributed**

Throughout the past year, some 342,000 pieces of brewing literature and more than 2,000,000 standard coffee measures have been distributed to trade and consumer circles by the Coffee Brewing Institute, Inc.

In the institutional field the trade ordered 105,559 copies of "Coffee Brewing," which outlines the directions to be followed in brewing urn and vacuum type coffee; 30,000 "Specialty of the House" film sequence booklets, reproducing the pictures and commentary of a colored sound slide training film of the same name; and 4,000 chart booklets, which summarize the findings of the first phase of the consumer preference survey recently completed for the Institute.

In the home trade, over 200,000 copies of "How You Can Make Good Coffee Every Time," were distributed.

All told, 123 roasters in the United States and Canada have ordered brewing material. Of this number 44 bought a total of 213 prints of the colored sound slide training film, "Specialty of the House", for the purpose of exhibiting the picture before sales groups and restaurant personnel in various parts of the country.

Intensifying the hot pace set earlier in the year, representatives of the Coffee Brewing Institute, during the months of May and June, carried the good brewing story to a number of large and important audiences in the Eastern and Middle Western part of the country.

During this period Eugene C. Laughery, general manager of the Coffee Brewing Institute spoke before the National Restaurant Association convention and exposition in Chicago, attended the eighth annual meeting of the Research and Development Associates, also in Chicago, and appeared before the Texas-Southwestern Regional Restaurant Association in Houston.

At the same time Robert Bappert, field research director for the Institute, staged a series of brewing demonstrations at Gimbels Store in Philadelphia, later went to Dayton, Ohio, where he addressed the Miami Valley Restaurant Association and the Dayton Food Service Executive Club, and the last week in May attended the General Federation of Women's Clubs Convention in Philadelphia where he supervised the brewing of coffee served at the National Coffee Association booth, which CBI shared.

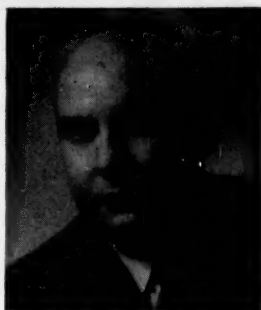
Since the start of the good brewing campaign, some eight months ago, staff members of the Institute have traveled nearly 50,000 miles, appeared at over 30 conventions and meetings of the coffee and restaurant trades, and talked to a combined audience estimated at 25,000 persons.

**Coffee tops in Japan**

Japan, the land of the tea ceremony, has learned it uses more coffee than tea.

The Kyodo News Service said the nation uses 4,000,000 pounds of coffee a year and 3,500,000 pounds of tea.

JULY, 1955



**FAITHFUL SERVANTS  
OF THE COFFEE TRADE**

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line *Santa* ships provide year-round American-Flag service from the Coffee Ports of:

**COLOMBIA  
VENEZUELA  
ECUADOR  
PERU  
and West Coast of  
CENTRAL AMERICA**

to

**NEW YORK  
JACKSONVILLE  
PHILADELPHIA  
BOSTON  
BALTIMORE**

**LOS ANGELES  
SAN FRANCISCO  
SEATTLE  
VANCOUVER, B. C.**

**GRACE LINE**

3 Hanover Square, New York 5, N. Y.

Tel. Dlgby 4-6000

Agents and Offices in All Principal Cities



**MAXWELL  
HOUSE  
COFFEE**



MEMBER OF  
**NCA**

A Product of  
General Foods

**BOUGHT AND ENJOYED BY MORE  
PEOPLE THAN ANY OTHER BRAND**



*Good to the Last Drop!*

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Month Others	Total
1953							
October .....	1,313	732	766	1,498	720	483	1,203
November .....	1,551	761	701	1,388	863	365	1,228
December .....	2,181	1,142	1,095	2,237	1,203	332	1,535
1954							
January .....	998	838	821	1,659	1,075	385	1,460
February .....	1,746	664	1,278	1,942	881	511	1,392
March .....	1,866	735	1,224	1,959	755	479	1,234
April .....	1,350	634	814	1,448	852	365	1,217
May .....	1,089	532	499	1,031	687	362	1,049
June .....	1,231	303	789	1,092	452	439	891
July .....	868	162	592	754	311	596	907
August .....	674	247	552	799	438	640	1,078
September .....	740	266	529	795	320	572	892
October .....	846	518	398	916	543	590	1,133
November .....	1,087	501	488	989	403	512	915
December .....	1,068	975	1,122	2,097	1,035	532	1,567
1955							
January .....	1,416	605	871	1,476	738	446	1,184
February .....	1,144	411	874	1,285	567	425	992
March .....	1,390	434	1,027	1,461	194	541	735
April .....	1,193	540	650	1,190	425	381	806
May .....	1,715	585	1,159	1,744	533	422	955
June .....	1,224	316	835	1,151	272	406	678

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

Creeping more frequently into consideration of the outlook for coffee is the likelihood of rising consumption in various parts of the world.

Activities of the International Coffee Bureau continue in the direction of setting up machinery to stabilize prices. Great obstacles arise, but the producing countries seem intent on overcoming them.

Yet the distant months seem pegged more on the upcoming bigger crops than on a feeling that supplies will be successfully "buffered" to demand, or that demand will rise in a spectacular way.

The UN's Food and Agricultural Organization sees consumption at least reasserting itself in the current year. Here are their reasons:

1. The decline in world imports in 1954 was not accompanied by an equivalent fall in consumption and stocks accumulated early in the year were drawn upon. At the end of 1954, U. S. stocks were around 130,000 tons or 35 per cent lower than a year earlier, and a further reduc-

tion of stocks probably took place in the first quarter of 1955. In European countries, too, stocks are reported to have declined considerably.

2. With prices now at levels comparable to that of 1953, the rising trend in consumption is likely to reassert itself. In fact, imports in the first months of 1955 are higher than those of the last quarter of 1954.

Also factors are sustained economic activity and rising income in consuming countries, FAO concludes.

### Buys Weil & Co., changes name to Don-De Corp.

Weil & Co. Cleveland, coffee roasters and packers, has been sold by Joseph E. Weil to a newly-formed corporation, Don-De Corp., headed by Maurice E. Weiner as president.

The firm will continue to distribute Don-De Coffee, and is expanding its sales area.

Mr. Weiner was vice president and secretary for the last eight years of Weil & Co., which was founded in 1921.

OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE

**IVARAN**  
*Lines*

**STOCKARD & COMPANY, INC., GENERAL AGENTS**

17 Battery Place, New York, N. Y., WHitehall 3-2340  
BALTIMORE: 225 E. Redwood St., SARatoga 2607 • PHILADELPHIA: 101 Bourse Bldg., WALnut 2-2152

**AGENCIA de VAPORES GREIG S/A**

15 days service from Santos to New York

Rio de Janeiro  
Praça Maua 7

Santos  
Praça de Republica 46

Serving The Coffee, Tea & Spice Trade For Many Years

**Brookhattan Trucking Co., Inc.**

57 FRONT ST.

NEW YORK 4, N. Y.

BOWling Green 9-0780

Import, Export and Bonded Trucking

*Riverfront Warehouses*

**Bowne Morton's Stores, Inc.**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOWling Green 9-0780

Free And Bonded Warehouses

---

# Editorials

---

## "Hotting up" tea sales

The early summer heat wave brought sweat to the brows of tea men—and smiles to their lips.

Hot weather is iced tea weather.

Tea men think so, and have succeeded in making a large slice of the population think so, too.

They've done it by making sure that iced tea is brewed right, in line with the "two-for-one" formula. This is a task which is still continuing.

They've done it—and are doing it—with effective use of national promotion.

Iced tea promotion pays off regardless of the weather. But when a heat wave sizzles across the nation, promotional groundwork pays off doubly.

## The basis for coffee's comeback

Elsewhere in this issue are published first results of the latest study on coffee drinking in the United States, done for the Pan-American Coffee Bureau by the Psychological Corp.

The results point up a surprising fact: cup consumption of coffee is up in the United States, except in restaurants.

This increase, we all know, took place against a backdrop of falling green coffee imports.

What explains the contradiction in these trends? Obviously, the answer is "stretching".

Less coffee is being used to produce more cups of the beverage.

It seems to us there is particular significance in this fact to the coffee industry at this time.

The study lays open the nature of the post 1953-54 coffee losses—and thereby makes it easier to regain lost ground. Here is the heart of the matter:

*Coffee consumption, in pounds used, went down. But the coffee drinking habit remained. It even became stronger.*

It's a lot easier, isn't it, to win back poundage from this basis, than if coffee drinking itself had begun to dry up?

We don't have to break through a new beverage pattern to get people back to coffee. We are a long step beyond that. What we have to do is win them to a cup of good coffee.

That's easier.

But it's also a dangerous position.

The longer people are left to their watered coffee, the easier pickings are they for competitive beverages.

If we fumble and delay in getting a "crash" program of coffee promotion underway, the nature of the problem may change.

We may find ourselves wooing not weak-coffee drinkers—but ex-coffee drinkers.

That will be harder, more costly and require much more time.

## What is a cup of coffee?

Do you have a Webster's Unabridged Dictionary in the office? Look up a familiar word: *coffee*.

You'll find, in the second edition, five definitions of coffee.

The first covers the beverage, the second the bean, the third the tree, and the fifth the color.

What about the fourth definition of coffee? Here's what the dictionary says:

"A drink or substance used as a substitute for coffee."

Hardly a definition of coffee, is it? It is, rather, a definition of *ersatz* coffee.

But, you might say, what's the difference? So this dictionary definition for coffee is incorrect. What real harm can it do?

We all recognize that in general it's bad to have wrong information on your product in a reference work. Among students and others it keeps incorrect ideas alive. That isn't good.

But the incorrect definition can also do greater, specific damage.

A decision by the State Supreme Court of Arkansas makes this startlingly clear.

As reported elsewhere in this issue, Arkansas' Food and Drug Control Division, under Director Harold Austin, issued a ban against the sale of a coffee extender, Buisman's Famous Dutch Flavoring, as violating adulteration and misbranding laws.

A lower court issued an injunction against the ban. Arkansas appealed the injunction in the State Supreme Court.

The issue was important to the coffee industry. If the injunction were knocked down and the ban upheld, coffee extenders get a major setback, with effects going far beyond Arkansas.

But the State Supreme Court upheld the injunction. The ban was off. The coffee extender could be distributed to stores without hindrance.

The State Supreme Court's decision hung on the question of "a definition for what is to be contained in the liquid composing a cup of coffee."


Entering into the decision was that Webster's definition of coffee as "a drink or substance used as a substitute for coffee."

An incorrect definition can do real harm.

We think Webster's Unabridged Dictionary should be changed.

COFFEE & TEA INDUSTRIES has opened communication with the editors of the dictionary on this matter.





*Importers  
to the Tea Trade  
since 1846*

---

**Carter, Macy Company, Inc.**

**37-41 Old Slip, New York 5, N. Y.**

**MEMBER: TEA ASSOCIATION OF U.S.A.**

# INTRODUCTION

## to the symposium on the pharmacology and the physiologic and psychologic aspects of tea

By S. O. WAIFE, M.D., F.A.C.P.

Editor-in-Chief, American Journal of Clinical Nutrition  
Associate in Medicine, Indiana University Medical School

*Here is one of the papers presented to the forum on the medical aspects of tea held at the New York Academy of Sciences (see: "Scientists at historic symposium explore effects of tea drinking", June, 1955 COFFEE & TEA INDUSTRIES, Page 83). The symposium was sponsored by The Biological Sciences Foundation, Ltd., Washington, D. C. headed by Dr. Henry J. Klaunberg.*

It may not be logical but it is true that the Whole may be greater than the sum of its Parts. This symposium reflects one such instance.

Five recognized authorities present the known pertinent facts about the pharmacologic, physiologic, psychologic, and clinical aspects of tea. Yet, as these presentations show, tea is more than an aqueous infusion of caffeine and tannins; it has effects beyond what can be seen by the gastroscope, or deducted from gastric aspiration; one cannot describe its ancient popularity on the basis of its somewhat negligible vitamin and mineral content. Somehow the vital fraction remains undiscovered—or, perhaps there is no single missing factor, but merely the fortuitous combination of fractions which together produce something bigger and better than the simple addition of components.

At least, some similar explanation must be devised to explain the fact that tea as a beverage has been known from earliest times. It was perhaps the first drink made by man for the express purpose of enjoying whatever mysterious qualities it has. Let us not forget that in past millenniums man did not have a shiny aluminum tea kettle, electric range and neatly packaged, standardized tea leaves. It must have been quite a chore to rustle up a cup of tea in ancient Cathay.

### Factor in civilization

Not only is tea old in the historical sense; it has been significant as a factor in civilization. The popularity of tea, especially in the Orient, led to development of a major aspect of agriculture (or is it horticulture, tea being a second cousin to the camilla)? Just as cotton in Southern United States, and coffee in Latin America, the tea plantation had and still has a powerful influence on the economy of many nations.

One should not think of tea as being a socio-economic factor in Asia only. Consider for a moment the Englishman's five o'clock "spot of tea"—certainly the national drink of a dominating European country. (Another important country drinks tea—Russia!) Then there was a certain "Party" in Boston Harbor in 1773. The colonists felt they could best express their feelings about the ex-homeland by dumping tea overboard on that fateful night.

Much of the stimulus to the 16th and 17th century exploration was derived from such large commercial ventures as the English and Dutch East India Companies. Furthermore, the golden age of the China Clipper ships in the mid-19th century was due to the tea trade, for these were tea carrying cargo vessels.

If one wants to trace the path of the dark leaves of *Thea sinensis* in American culture, one merely has to think of the "literary" and "social" teas in communities all over the country—in "Tea for Two" in song; "Tea and Sympathy" and "The Tea House of the August Moon" in recent theater; the reading of tea leaves by fortune-tellers, the use of tea and toast as a sensible home remedy for many ills; and notice that standard of household management, the tea-spoon. These are but examples of the firmly entrenched position of tea in our society.

### No caloric value

You will note in this symposium the nutritional aspects of this brew. I would like to emphasize one, perhaps negative, aspect of tea in nutrition.

*To all intents and purposes tea has no caloric value (exclusive of any sugar or milk that may be added). Therefore it can be imbibed freely in all obesity diets, and there is no problem of caloric counting. In short, an "ad lib" label may be attached to tea by the physician. Furthermore, there is no*



At the New York Academy of Sciences for the symposium were (from left) Dr. Richard L. Jenkins, Chief, Psychiatric Research, Psychiatry and Neurology Science, Veterans Administration; Dr. Henry J. Klaunberg, executive director, The Biological Sciences Foundation, Ltd.; Dr. I. Phillips Froham, vice chairman of the Foundation and of the Section on General Practice of the American Medical Association; Dr. John C. Krantz, Jr., Professor and Head of the Department of Pharmacology, University of Maryland School of Medicine; Dr. Henry J. L. Marriott, Associate Professor of Medicine and Head of the Division of Physical Diagnosis, University of Maryland School of Medicine.

*sodium in tea, making it completely safe for use in salt-poor or "salt-free" diets. In fact, there is scarcely a therapeutic diet in which tea could not be incorporated with impunity. Hence, precisely because of its blandness and nutritional innocence, it is so useful in medicine. Such wide utility is rarely found in human dietetics. (Italics ours—Ed.)*

Some of the older medical textbooks mention "contraindications" to tea. In my opinion, more recent scientific advances and increased experiences have proved that these concepts were wrong. For example, patients with gout were once advised not to drink tea (or coffee) because of its caffeine content. It was once generally believed that the similarity in chemical structure between caffeine and uric acid indicated a restriction in tea (presumably caffeine) intake. Current views on dietary restriction, however, may be summarized as follows (from a recent editorial in *Lancet*, 2:921, 1953): "Imposition of irksome dietary restrictions in the absence of clear proof of their value is hard to justify, and on the present evidence, the best advice to the gouty patient may simply be to moderate his protein intake and avoid gluttony." This view gains support from the evidence that caffeine is almost completely metabolized in man.

A generation ago coffee and tea were interdicted in hypertension because of the alleged "stimulating" effect on blood pressure by caffeine containing substances. Most patients were more distressed by deprivation of their favorite beverage than "pacified"; and the psychologic effects of a friendly brew were not fully appreciated by the determined physicians of

a bygone day, who in therapeutic eagerness prescribed caffeine or other xanthine-containing preparations while denying the same compounds in natural form.

Here, then, are two examples of medical misconceptions now corrected. It would seem that at present one can safely say that there are no medical contraindications to the drinking of tea (as ordinarily practiced) and that, from the point of view of palatability, ease of preparation and low cost, as well as subjective "lift," there are a number of "indications" for the widespread use of tea.

Therefore, we should be thankful to the Chinese philosopher, Chin-nung, who in 2700 B.C., so it is said, built a fire from the branches of the tea plant. Some of the leaves accidentally fell into the boiling water. The exhilarating effect of this accidental brew led him to popularize the custom.

The following symposium deals with tea, but what better description of its attributes exists than that dating from 780 A.D.:

"The best quality leaves must have creases like the leathern boot of Tatar horsemen, and like the dewlap of a mighty bullock, unfold like a mist rising out of a ravine, gleam like a lake touched by a zephyr, and be wet and soft like fine earth newly swept by rain.

#### Neil Thomas heads N. Y. chapter of IFM

Neil H. Thomas, export and institutional manager of Thomas J. Lipton, Inc., has been elected president of the New York Chapter of the Institutional Food Manufacturers Association for the 1955-56 term.

## IRWIN-HARRISONS-WHITNEY, INC.

### TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)



# tea in India's

# 2nd 5 year plan



By VALALE I. CHACKO, Editor and Publisher  
Planting & Commerce  
Ernakulam, India

India will produce 750,000,000 pounds of tea in 1960-61 if the statistical framework for the second Five-Year Plan, as now prepared, is implemented.

The Plan itself may take a few months before it is complete, but the targets are all set. India's average production in the last four years is taken as 615,000,000 pounds, and between 1956 and 1961 the additional 135,000,000 pounds are to be produced.

India's average export during the past four years has been 439,000,000 pounds, leaving about 176,000,000 pounds for home consumption. In a normal year, about 70 per cent of the tea produced in this country must find an outmarket for the stability of the industry.

India's own consumption is steadily increasing, and the Tea Board estimates 1954 consumption to have been slightly in excess of 175,000,000 pounds. In 1951, the government's estimate of internal consumption was 150,000,000 pounds, which indicates an increase of 17 per cent in four years. If the same rate of increase is achieved in the next four years, India's home market would absorb over 200,000,000 pounds by 1958 and a probable 225,000,000 pounds at the end of the plan period.

## More markets

Assuming that the rate of increase is as indicated, it would leave India in a position requiring a further outlet of 85,000,000 pounds over the average export of the four years. Apart from India, there are other world producers who have better facilities for expansion than we have and who have markedly increased their production in the past few years.

Ceylon's production is now estimated at 370,000,000 pounds, 70,000,000 pounds more than it was in 1950. Indonesia is progressively catching up with her prewar production level. There is no warrant to assume, notwithstanding last year's great scarcity, that the world tea market will expand in future at the same rate as production has been expanding.

If the combined world production cannot be absorbed by the world market, a depression of the severest kind is inevitable in the tea industry, and none of the mechanisms of regulation can save tea planted at the current level of cost.

Apart from this possibility, what is the basis for assumption that India will reach the 750,000,000-pound target by 1960-61? Under the International Agreement, India was allowed to plant up to 76,835 acres between 1943 and 1955. Permits utilized during the 12 years were only to the extent of 31,290 acres.

There is, however, the increase of nearly 50 per cent achieved in production since the prewar average. There are three good reasons for the striking increase in tea production during the past 15 years.

In the first place, all restrictions on production were withdrawn after the loss of Indonesia during the war. In other words, the output of tea before the war was not true to the full production capacity of the industry.

Secondly, a large proportion of the acreage planted before the tea regulation scheme was introduced reached productive maturity only during the 1940's. Since there was no fresh planting between 1932 and 1944, there are no young teas coming into production on a scale that was possible with the pre-1933 teas in the 1940's.

The third reason for the increased production was the heavy artificial manuring to which estates are reported to have resorted in recent years.

Since the total acreage that might add to production during the Second Plan Period is about 22,000 acres, planted between 1943 and 1950, the only possibility of substantial rise is confined, perhaps, to heavier exploitation of the existing tea by increased manuring and other means. It is extremely doubtful whether in five years the increase in production from the newly planted areas and by maximizing production from the present stand would make up the 135,000,000 pounds required to reach the target, even assuming that no crop is lost by the exhausted stands in the older tea areas.

There are indications that the government might open out new tea in a few districts on its own account. The industry is not expected to complain about the government's tea growing, provided it enjoys no concessions or privileges not extended to private industry. In any case, it would give the government some of the much-needed first-hand experience so dearly bought by the tea industry.

## Now—East Punjab tea

While plans for expanding tea production are being actively considered, the tea market continues to sound the foghorn from Calcutta, Colombo and Cochin. In Calcutta it is off-season for export sales, but in Colombo and Cochin, large withdrawals are taking place. Export demand has disappeared, Middle East buyers are shying at below-cost prices and internal stores are overflowing with tea.

The government of India's announcement fixing the price for May at Rs 3/5/6 per pound is just 5 annas lower than April, but it gives no reduction in the duty at 8 annas.

Ceylon tea interests are pleading for a reduction to the

Indian level of 8 annas or 50 Ceylon cents, but the government is most reluctant to let go this important revenue source.

A new threat to tea in India is posed from an unexpected corner—East Punjab.

In the Kangra Valley, between the foothills of the Himalayas at about 4,500 to 5,500 foot elevation, tea is grown on a few gardens. It is believed that tea was grown here by the British in a small way before the Mutiny of 1857; caught in an isolated pocket, they left, abandoning the tea. It was recovered only during the last 25 years. There exists one unit of 1,100 acres, though not fully yielding. The official total acreage is 9,500, but it is doubtful whether all this area is in production.

#### China-style tea

The tea is produced in China style for the local hill folk and for people across the border.

The East Punjab government has suddenly introduced far-reaching land reform legislation restricting all holdings to below 30 acres, and got it passed without giving anybody much time to think of its implications. This measure cuts right across plantation economy, and it would be impossible for any tea garden of 30 acres to set up a factory for modern methods of production.

In East Punjab the extent of tea is so small as not to seriously matter in respect to production—but all the states are thinking up land reform legislation, and if the southern states of Madras and Travancore-Cochin, or the northeastern states of Assam and West Bengal follow the line, the tea industry would just simply disintegrate.

#### Ceylon cuts export duty, suspends government purchases of tea

Drastic action to stop the slump in sales of Ceylon tea was taken recently by the Colombo government when it cut in half the export duty on this product. The levy was sliced to 50 cents.

The government also suspended until further notice its purchases of tea, aimed at bolstering the market.

It was reported that top government officials were preparing a tour of Ireland and European countries to boost consumption of Ceylon tea.

#### Pakistan plans to bring more land under tea cultivation

Two committees set up by the Pakistan Tea Board are preparing plans to bring more land under tea cultivation and to find better markets.

The committees will also review cultivation, production and marketing and seek to improve them.

#### Plan to start tea growing in Kashmir

Government authorities are planning to start two plantation nurseries at Reasi and Ramnagar in Jammu province, in Kashmir, it has been reported.

Experts will select the exact sites. Research and trial cultivation of some varieties of tea will take place to discover the types suitable for the area. Wild tea plants have been found growing in Kashmir at high altitudes in the northeastern regions.

---

**"TEA *is growing...*  
keep it going!"**

**HENRY P. THOMSON, INC.**

**TEA IMPORTERS**

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

605 Third Street  
San Francisco, Calif.

*Member: Tea Association of the U.S.A.*

# helping your salesmen get maximum results

By EDWIN H. LEWIS, School of Business Administration  
University of Minnesota

## Part 2

*Tea people find they have to fight harder for new sales gains.*

*Competition is sharper, from inside the industries and out. More dollars are being spent to put hard-hitting sales messages before the public. Shelf space in grocery stores is more difficult to get, and to hold.*

*Up and down the line, companies are sharpening every selling and merchandising weapon. Probably the pivotal factor is the salesman himself.*

*Here, developed for the Small Business Administration, Washington, D. C., are some down-to-earth pointers for policies that will help the salesman to turn in maximum results.*

### Steps in setting up sales territories

The actual process of establishing sales territories in a particular company can be divided into five main steps. They are listed here in the order normally used.

**Step One.**—Pinpoint on a map the location of customers and potential customers. It will be helpful if these customers are classified in terms of their relative importance.

Frequently, it is not necessary or desirable to call on all customers every trip. Customers with limited potential, whose business does not justify a personal call each trip, may be contacted every second or third trip, depending on the nature of the line and the frequency with which calls are normally made.

**Step Two.**—Determine how many calls can be made, on the average, in one day. This involves a rather detailed study of the salesmen's job—specifically the things he is expected to accomplish during a typical call, and the time this should take. Although the number of calls per day may vary, the combined calls made over several days or in the course of a week should average out to the figure set. An estimate of the usual travel time required for each call must also be included if the call schedule is to be sound.

**Step Three.**—Group the customers into logical territories. You will need to start at some geographical point, preferably a major trading center. A large city may require the full-time services of one man or even of several men. Therefore, determine as accurately as you can in advance how many men are actually needed to handle customers in that particular area in accordance with the call pattern already established above. The salesmen may then be assigned to sections of a city, or to a part of the city plus a suburban area.

**Step Four.**—Fanning out from the city, bring together the contiguous counties which can be covered over the existing road system and which constitute either a complete trading area or an appropriate portion of a larger trading area. Large sales territories may consist of sections of several states. Small territories can, typically, include a number of counties around the trading center.

It will be helpful to use one of the publishing trading-area studies. These studies are essentially maps of the United States on which the trading centers are shown together with the boundaries of the trading area served by each. The wholesale maps should be used when calls are made on wholesalers and retailers in a given trade. The consumer maps are particularly useful when sales are made direct to retailers.

Several kinds of trading-area maps are available. For example, the U. S. Department of Commerce has analyzed wholesale trading areas for groceries. Several consumer maps have also been published. Among these are: "Market Areas in the United States," published by the Curtis Publishing Company; "Consumer Trading Areas," prepared by Serge Morosoff and published by the Dartnell Corp., and "The New Marketing Map of the United States," published by Hearst Magazines, Inc.

If sales are made to institutions rather than to wholesalers and retailers, territories may be established along lines which permit convenient coverage of the market.

**Step Five.**—After the tentative territorial boundaries have been established, each territory should be rechecked in terms of the total business expected from the area and the problems of physical coverage.

Seek also reliable answers to the following questions: Can the objectives planned for it be attained? Will it be a challenge to the salesman? Will it justify a full-time salesman? Can he do the job efficiently? For best results, these questions should yield affirmative answers.

### Sales territories in new markets

The procedures for establishing sales territories in a new market are somewhat different. Here the sales potential may be difficult to determine and exact knowledge of probable customers impossible to obtain. Therefore, it is necessary to make a territorial analysis based on whatever limited customer information and competitive data may be available. However, some systematic plan for calling on specific potential customers needs to be made. Frequently, in such a case, it is feasible to set up first a somewhat larger territory than may prove to be desirable later on. Subsequently, as the company works into an area and business increases, the territory can then be split.

The general procedure outlined is particularly useful



when a concern is selling to other businesses, and when a salesman can be given the responsibility for all sales in an area. At times, however, a different organizational arrangement may be used. This situation can occur when it seems desirable to use salesmen who specialize either in certain product lines or in sales to certain types of customers. In this way, each salesman becomes a specialist in the requirements of a given type of customer. Consequently, territories should be assigned to these men in accordance with the procedure outlined above; but, in this case, the territories are likely to be relatively large. In fact, if customers are thinly scattered, one man's territory may cover an entire region of the country.

A less precise—but often workable—procedure for establishing territories in new markets is to assign to a salesman a general area based on a trading center. Under this plan, a salesman then works out of a given city. He sells to customers located in and around the city to which he is assigned, and in addition he covers as much of the outlying area as he can reach. At the start he is given no formal territorial boundaries. The working boundaries develop with experience—either along normal trading area lines, or in accordance with the relative aggressiveness of salesmen in adjacent territories who gradually work out a line between them.

This method is also used sometimes in new markets when the company does not have enough information to enable it to do a better job of setting up territories. It is, however, a questionable procedure to use in established markets since the market probably will not be covered systematically. There are likely to be gaps in the coverage, and the selling responsibilities of the salesmen are not clearly enough de-

fined. As a result, one man may attempt to reach out as far as he can in order to lay claim to the largest possible area within which to sell. The next man may be content to work the section around his home base and do little with the rest of the market which he actually should be serving, too.

(To be continued)

#### **de Silva represents Ceylon as director of Tea Council**

Annesley de Silva has been appointed by Ceylon as a director of the Tea Council, replacing H. S. Amerasinghe, who has been assigned to a post in Ceylon.

Mr. de Silva has also replaced Mr. Amerasinghe as counsellor to the Ceylon embassy in Washington, D. C.

#### **"Sweet land of Lipton's tea."**

William G. Sterling, south western division manager for Thomas J. Lipton, Inc., sent the "Lipton News" an item from a St. Michael, Nebraska, newspaper.

It seems that a teacher could hardly believe her ears when she heard one of her little pupils singing "America."

She asked the child to sing again, and this is what she heard:

"My country, 'tis of thee, sweet land of Lipton's tea."

#### **Schaeffer, Stokes & Smith manager, dead**

Carl E. Schaeffer, former president of the Stokes & Smith Co., now a division of the Food Machinery and Chemical Corp., died at his home in Philadelphia recently.



Carefully grown

Carefully selected

**Ask Your Importer for**

**UNCOLORED**

**JAPAN GREEN TEA**

**Japan Tea Exporters' Association**

82-1 KITABAN-CHO  
SHIZUOKA, JAPAN

Cable Address:  
EXPTASSN

## Tea Movement into the United States

(Figures in 1,000 pounds)

	Mar. 1954	April 1954	May 1954	June 1954	July 1954	Aug. 1954	Sept. 1954	Oct. 1954	Nov. 1954	Dec. 1954	Year 1954	Jan. 1955	Feb. 1955	Mar. 1955	April 1955	May 1955
<b>Black</b>																
Ceylon	4,401	7,062	6,749	4,742	1,585	1,022	2,190	1,653	1,640	1,963	39,856	2,363	2,201	5,055	3,348	2,958
India	5,129	6,432	3,945	3,167	1,588	1,545	2,144	2,283	2,410	3,385	40,871	3,188	5,067	7,203	3,162	3,333
Formosa	137	131	8	92	730	706	677	501	621	372	4,799	801	362	227	136	8
Java	1,330	1,165	1,114	1,167	882	429	329	667	688	629	10,004	1,206*	...	...	...	...
Africa	710	517	733	1,272	708	258	677	272	67	132	5,710	134	199	319	69	942
Sumatra	497	260	629	494	280	130	383	137	289	386	4,691	...	...	...	...	...
Indonesia													816	1,280	1,561	812
Japan													217	160	25	14
Misc.	180	431	845	274	253	266	580	571	452	923	5,461	489	653	871	1,502	561
<b>Green</b>																
Japan	57	184	226	328	371	532	512	242	249	179	3,399	231	27	13	14	59
Misc.	...	31	5	5	43	40	12	64	29	27	249	16	5	3	5	...
<b>Oolong</b>																
Formosa	11	49	12	21	20	19	58	70	36	39	377	5	36	9	10	9
Canton	...	...	...	...	6	28	28	10	14	6	93	2	...	...	5	6
Sentd Cntn	...	...	...	2	...	22	14	10	13	3	64	2	2	7	11	10
Misc.	3	...	...	18	2	...	26	...	14	7	3	...	...	...	...	...
<b>Mixed</b>	2	4	18	...	...	25	...	10	...	...	138	1	6	10	12	5
<b>TOTALS</b>	<b>13,207</b>	<b>16,266</b>	<b>14,285</b>	<b>11,584</b>	<b>6,468</b>	<b>5,022</b>	<b>7,630</b>	<b>6,490</b>	<b>6,522</b>	<b>8,051</b>	<b>115,715</b>	<b>8,439</b>	<b>9,591</b>	<b>14,977</b>	<b>9,860</b>	<b>8,717</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

\*Combined with Sumatra

### Dodger tickets for youngsters

#### promote White Rose instant tea

White Rose Redi-Tea, Seeman Bros.' bottled liquid instant tea, was promoted recently with an offer of grandstand seats to children under 16 for Dodger games at Ebbets field.

The offer covered a grandstand ticket, at a date arranged by the company, and the official Dodger Year Book, said to be worth 50 cents.

These were available for 25 cents in cash and a Redi-Tea label.

Children holding the premium tickets had to be accompanied at the game by a ticket-paying adult.

The Redi-Tea label states prominently that the product is "for instant iced tea."

### Stabilization of tea extract

#### for clarity discussed in article

Methods of achieving proper stabilization to keep tea extract clear are discussed in an article in the May, 1955, issue of *Food Engineering*.

Herman Levin, of the Southwest Research Institute, San Antonio, Texas, describes how precipitation of caffeine-tannin in cooled liquids is prevented by raising the pH level and adding sugars. Sterilization then assures good shelf life, he indicates.

The article is entitled "Proper Stabilization Keeps Tea Extract Clear".

Mr. Levin comments: "Economical commercial preparation of a tea concentrate is largely dependent on the following factors: (1) Minimizing required tea leaves per unit of product; (2) using smallest possible quantity of glycerine; and (3) cutting container costs.

"Involved in the process are these steps: (1) Hot water extraction of tea leaves; (2) addition and dissolving of

stabilizers in hot tea; (3) packaging; and (4) sterilization.

"It is obvious that the tea leaf cost is determined by the efficiency of extraction. For this reason a highly effective multi-stage, counter-current, displacement-type system is recommended. This involves first swelling the leaves in a portion of the final concentrate, followed by their introduction into the last stage of the extraction system. Here, they are contacted by the rich concentrate just before it is discharged from the system.

"Final concentration can be as high as desired (up to, perhaps the 25-30 per cent range) by proper design of the extraction system. Since it is closed and does not necessitate additional evaporation to achieve high concentration, flavor, and aroma retention is very good."

### Wedger said to speed lemon handling

#### for iced tea service in restaurants

A wedger said to speed up the handling of lemons for iced tea service is reported by the Food and Equipment Forum, a department of the National Restaurant Association's "Food Outlook."

Made by the Labor-Sav Equipment Co., Greensboro, N. C., the wedger consists of a small upright knife blade in the bottom of an oval cup.

The lemon is placed sideways in the oval cup, which tilts from side to side. The knife makes a crosswise cut of all segments inside the lemon.

When the lemon is later segmented, each segment can be hung on the edge of the iced tea glass on the cut made by the wedger.

An eight-section lemon segmenter is distributed by the extractor sales division of the California Fruit Growers Exchange, Los Angeles, Calif.

Food and Equipment Forum says the wedger and the segmenter together make an excellent labor-saving team for lemon handling.

## Canadian Tea Council to continue heavy promotion in 1955-56

D. M. Langton, of the Tea Council of Canada, has announced approval of a continuation of the Council's powerful advertising and sales campaign during the 1955-56.

Mr. Langton was recently confirmed as executive director of the Tea Council of Canada.

"Our plans for the year ahead," said Mr. Langton, "include strong trade television, newspaper, radio and point-of-sale campaigns. During the summer months, we will be publicizing the merits of iced tea as a refreshing beverage. Iced tea has been very popular in the United States for many years and is fast becoming a favorite summer beverage in Canada.

"The Council's safety campaign at the end of 1954 resulted in much favorable comment from community leaders and from the public. We shall be repeating this campaign in December, 1955, and we are devoting part of our current summer campaign to the interests of road safety.

"The large-scale 1955 promotion 'Tea for Canada Week' was outstandingly successful. From coast-to-coast, retailers tied in their advertising and merchandising with the Tea Council's own heavy advertising schedule. Manufacturers of 'related items' cooperated by running 'Tea for Canada Week' advertisements, featuring a wide range of goods. 1956 will see 'Tea for Canada Week' repeated on what is hoped will be an even larger scale.

"We can look back on the first year of the Council's activities with some sense of achievement and look forward to next year's operations with confidence."

### N. E. Tea Trade Club holds luncheon party aboard Holland-American ship

The Tea Trade Club of New England was feted last month with a buffet luncheon shipboard party aboard the Holland-American Line's "Sommelsdyk", docked at Pier 3 in East Boston.

The party got under way about 12:30 p.m. and lasted well into the afternoon. Club members were entertained in royal fashion. The party is one which will be long remembered.

Several officials of the Holland-American line made the

trip from New York City in order to join the festivities. About 31 members of the Tea Trade Club attended.

Arrangements for the party were made locally by representatives of Patterson, Wyld & Co., Inc., Boston agents for the Holland-American Line, and by Funch Edye & Co., Inc., New York City.

As a token of the Club's appreciation, gift packages of fine tea in beautifully decorated canisters, together with attractive teapots, were presented to several of the persons who cooperated in making the party such an outstanding success.

### Tea industry "out of the woods" on prices, Smallwood tells New York's Tea Club

The tea industry is "out of the woods" on prices, Robert B. Smallwood told the June meeting of the Tea Club at the Antlers Restaurant, New York City.

About 85 members of the trade attended the meeting of the group, an informal organization of people in tea in the metropolitan area.

Tea Club President Albert Guarino presided.

Mr. Smallwood gave the group a vivid eyewitness report of the recent atomic bomb explosion in Nevada.

More than 26 attractive gifts, most of them donated without solicitation, were presented as door prizes.

President Guarino announced that the next meeting would be held in October.

### Says water device will keep tea in dispenser from clouding

A new Hydrion water conditioner has been developed primarily for hotel, restaurant, and fountain use to provide a mineral-pure, chlorine-free water right off the water spigot on the spot, according to A. E. Tomkin & Co., Washington, D. C.

Using water free of mineral impurities:

1. Tea now can be made up for bulk dispensing and will remain clear and sparkling all day.
2. The corrosion of coffee urns due to mineral impurities will be reduced.
3. Unpalatable drinking water due to chlorine and mineral impurities can be improved.

The Hydrion is said to require no heat, power or steam. It simply connects up to faucet and pure water is drawn off the unit.

The Hydrion operates on the ion-exchange and adsorption principle and removes mineral impurities present in tap water.

## HALL & LOUDON

ESTABLISHED 1898

### TEA BROKERS

We offer a comprehensive Tea Brokerage  
service based on experience of many years.

91 WALL ST.

NEW YORK CITY 5



## research advances unveiled at new American Can laboratories

American Can Co.'s new Research and Development Center at Barrington, Ill., dedicated to the future needs of this country's container-making and container-using industries, has been formally opened.

The ceremony, at which Secretary of Agriculture Ezra Taft Benson was the honored guest, was attended by more than 200 scientists and technical people—one of the largest scientific groups ever assembled for the dedication of a research laboratory. The program included the inspection of an array of 500 pieces of specialized research equipment located in more than 50 separate laboratory sections.

"This modern scientific center—which has been two decades in planning—has been especially designed, engineered and equipped to develop and perfect the containers of tomorrow," William C. Stolk, president of Canco, said.

In commenting on the containers of the future, Mr. Stolk said that the can-making industry is on the threshold of a new era of tinless cans and that "if our progress continues at the present rate, I do not hesitate to predict that all the cans that have been subjected to the vagaries of tin shortages in the past will never again be curtailed because tin is in short supply. I also feel that a very high percentage of all metal cans produced in this country will be tinless with the next decade.

"This research center has its creative sights trained on the role packaged food and non-food products will play in the next half century, and its unequalled facilities are designed to meet every foreseeable problem. I am sure the research center will be a key instrument in the industry's progress in the years that lie immediately ahead—an era of packaging destined to be the most significant this country has seen."

Foremost among research's responsibilities, Mr. Stolk said, will be solving the problems of how to package and market the more than 10 billion additional pounds of food, plus billions of additional gallons of beverages, that will be required by this country's growing population within the next two decades. It is to that end that the American Can Co. has focused a major part of its experience and know-how at Barrington, he added.

Research—like modern manufacturing methods—must also think in terms of mass production as well as pinpointing critical investigations to specific needs, Mr. Stolk said. Thus, he added, much of the company's current research is devoted to the continuing improvement of existing containers to provide ever improving canned foods and greater protection for all canned products.

Dr. R. H. Lueck, Canco's vice president in charge of the company's research and technical department, reviewed the activities being carried out by the Research and Develop-



Air view of the new American Can research center at Barrington, Ill.

ment Center and stressed the importance of the company's present extensive scientific investigations being directed to problems in new materials, methods and procedures. He said these include studies in canning technology, biochemistry, bacteriology, "cold sterilization" by nuclear fission products and the development of new materials for container manufacture.

Foremost among the can company's long-range research projects is the quest for can-making materials that will eliminate this country's dependence upon tin.

This project, known as "Operation Survival," is seeking alternates for tin because major overseas sources of the metal lie in the path of communist aggression which threatens supply lines in times of war or other international emergency.

It is expected that the "containers of tomorrow" will come from a number of metals—each tailored to fit a specific need, he said. These metals may include steel, chemically treated steel, aluminum, steel coated with aluminum and possibly other types of alloy coatings and metal combinations. Plastics will also play an increasingly important role.

"The new Research Center with its 140 scientific and technical people is investigating many diversified fields from metallurgy to nutrition," Dr. Lueck said. The entire work of the Center is aimed at developing the right container, made of the right materials, for each and every product."

In the program to develop tinless "tin cans," chemically treated steel gives promise as one of the first alternates for tin plate, Canco's research head stated. In fact, every domestically produced metal which might be used in can

manufacturing is being studied, including zinc, nickel, aluminum and even titanium.

One of the most important steps to development of tinless cans, high-speed welding of side seams, eliminating the need for tin-lead solder, has been accomplished on an experimental basis at Barrington.

As a major manufacturer of paperboard and composite containers including those for milk, salt, frozen foods, ready-to-eat biscuits, drugs, toys, hardware and numerous other products, American Can maintains continuing research in this field. Fibreboard container studies at the new Center involve bacteriological investigations, experiments with paraffin, plastic cements, asphalts, adhesives and laminants, Dr. Lueck pointed out.

"Combined with container development is our continuing work to improve processing techniques, which is being extended to radiation sterilization for processing foods—a dream of technologists for decades—and also for using antibiotics for this purpose," Dr. Lueck said.

#### **PCCA convention**

*(Continued from page 13)*

ther, it is the policy of the government to disseminate more complete information on market conditions to allow the market to react to true conditions in the industry. With prices stabilizing at levels where they now seem to be settling, there should come a return of inventory buying and a more active and healthy market.

John F. McKiernan, president of the National Coffee Association, had for the keynote of his speech the stabilizing of the coffee industry. Normal price fluctuations of an agricultural commodity are the natural results of the whims of weather, plant disease, supply and demand, and many other imponderables, he said. To stabilize by price fixing at an unrealistic level, or to hamper the free exchange of goods in international trade, could take on an ominous sound.

Referring to the indicated surplus of world coffee, Mr. McKiernan pointed out that it was due more to underconsumption than overproduction. There is no easy solution, because the conditions of the coffee market are constantly changing, but the removal of surplus stocks, controlled minimum stocks, and prices are not the answer, he said.

If there is any question that underconsumption is not the problem, he offered evidence. During the years 1946 through 1953, per capita consumption of coffee, based on green figures, averaged 24.3 pounds. The average population of civilians 15 years of age or over in that period was 107,000,000. Last year, however, when our 15-or over civilian population had risen to 112,000,000, an increase of 4.3 per cent, per capita consumption plummeted to 20.9 pounds, a 14 per cent drop from the average of the preceding eight years.

Now let's look at what might have been, Mr. McKiernan suggested. If per capita consumption last year equaled the 1946-1953 average, our increased population would have consumed over 20,500,000 bags, instead of the 17,700,000 bags actually used. Had it not been for that radical decline in per capita consumption, the U. S. coffee industry would have imported, roasted and sold nearly 2,800,000 more bags of coffee last year. Whether you measure that difference in bags, pounds or dollars and cents of sales, you have dramatic evidence of the underconsumption, he said.

To look ahead, the Census Bureau estimates that there will be over 1,000,000 more civilians 15 or over by the end of this year, Mr. McKiernan said. If per capita consumption during 1955 goes no higher than last year, we can expect to sell less than 18,000,000 bags of coffee this year. But if per capita consumption this year regains the level of 1946-1953, we will sell 2,900,000 additional bags, or a total of 20,700,000 bags. For every single pound we can add to per capita consumption this year, we will sell 1,000,000 more bags of coffee, he declared.

Population estimates, Mr. McKiernan said, indicate that the next decade will be a tremendously exciting era, and an impressive challenge to sales efforts. By 1965 the youth population of 17 to 21 years will have increased by nearly 6,000,000, a rise of 45 per cent. And with the continuing upward trend in our birth rate, we can expect that about 10,000 new prospects will be entering the market each day during 1965.

These are the statistics, Mr. McKiernan emphasized, but the answer lies in merchandising coffee to the public and restoring the normal levels of consumption. Coffee will not merchandise itself. Other beverages have been claiming an increasing share of the consumer's dollar. The demand for coffee must be stimulated by effective marketing, advertising and selling techniques, and by improving our friendships with the 40-odd million households in this country. He said.

Furthermore it must be brought home to coffee retailers that coffee is one of their greatest money makers, he stressed. Mr. McKiernan referred to the article in COFFEE & TEA INDUSTRIES regarding the Progressive Grocer survey made in five supermarkets in the Cleveland area. Although coffee items took only 34 per cent of the beverage space, they produced 56 per cent of the profits and 77 per cent of the total beverage sales.

The public relations staff of the National Coffee Association is doing great work in getting the message of coffee over to the public, he indicated, and asked that the industry merchandise coffee as it has never done before. A restoration of consumption should be the goal. It is the only way permanently to stabilize the industry.

Harold Gavigan, reporting on the work of the PCCA steamship committee, of which he is chairman, frankly admitted that in spite of great efforts, there was little favorable to report. It might be said that the effective dates of the ocean freight advances of the conference lines were delayed for a considerable length of time, he noted. However, the Maritime Board did allow the increase, which along with railroad freight rates in effect puts Pacific Coast roasters in an unfavorable competitive position with the Middle West and New Orleans. Legal action against this condition would be long and costly, he reported, but the Board would be sympathetic toward voluntary action on their part to consider the question, and they have asked for information toward that end. Mr. Gavigan suggested information for this purpose to be gathered by an independent traffic expert.

#### **Cut coffee rations of GI's in Europe**

Coffee rations of American servicemen in Europe have been heavily cut.

Investigations showed that they "far exceeded genuine requirements," the United States Army in Europe announced.

Soldiers living in barracks where they have no private cooking facilities will no longer get the one pound of coffee a month to which they were previously entitled.

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## ASTA marks U. S. spice gains

**Skytop convention changes arbitration to "panel" basis;  
reelects Leonard, Jones, Koegler; delights in "Oh, well!"**

Spice consumption in the United States is now at a record high.

At its 49th annual convention, the American Spice Trade Association noted the steady upward trend and reviewed two of the decisive factors in this development—the organization's public relations and research programs.

Held at Skytop Lodge, Skytop, Pa., ASTA's 1955 convention also changed its arbitration system from a "tripartite" to a "panel" basis; discussed in separate section meetings the problems of grinders, dealers, and agents and brokers; elected officers for the coming year; and relaxed with a sports and social program highlighted by delightful entertainment by, of and for the spice trade.

Reelected ASTA president Gerrit Leonard, of C. M. Van Sillevoldt, Inc. Named for another term as vice president was T. Bernard Jones, of the R. T. French Co. Continuing as treasurer is Albert E. Koegler, of Albert Ehlers, Inc.

Serving as directors for two years are Charles F. Mayer, of H. J. Mayer & Sons Co., Inc., and Leonard J. M. Wezenaar, of the Catz American Co., Inc.

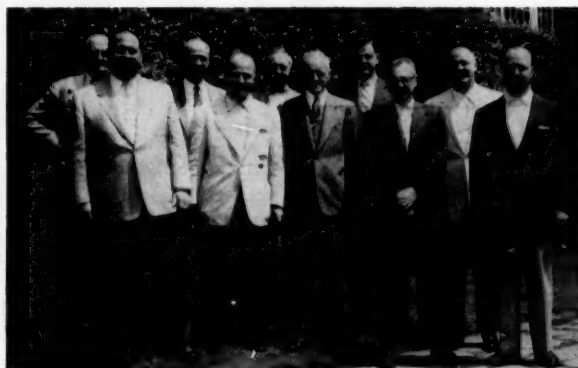
Named directors for one year were Harold F. Gavigan, of B. C. Ireland, Inc., and Howard C. Wolf, of McCormick & Co., Inc.

Section chairman serving as directors for one year are: grinders, William L. MacMillan, Woolson Spice Co.; dealers, Frank G. Mabbs, The Otto Gerdau Co.; agents and brokers, Rudy F. Mako.

Elected by the membership to the Arbitration Supervision Board were Arthur G. Dunn, as chairman, to serve three years; Harry J. Schlichting, two years; Paul D. Hursh, of Durkee Famous Foods, one year. Alternates for one year are Samuel Kaltman, Mutual Spice Co., and Donald A. Sayia, A. A. Sayia & Co.

Named to the arbitration appeals board were Edward B. Polak, of the Polak Trading Co., as chairman, to serve three years; Walter D. Archibald, Archibald & Kendall, Inc., two years; Louis Furth, Louis Furth, Inc., two years; Peter Pannell, Mincing Trading Corp., one year; John Max Weyer, Van Loan & Co., Inc., one year.

Alternates for one year are William Ansardy, Volkart Bros., Inc.; Richard M. Becker, Becker-Mayer Seed Co., Inc.; Thomas F. Burns, A. C. Israel Commodity Co., Inc.; John P. Fochtman, Internatio-Rotterdam, Inc.; Fred W. Jung-



Officers and directors of ASTA at Skytop. From left, front row: Charles F. Mayer, Rudy Mako, Gerrit Leonard, Harold F. Gavigan, Howard C. Wolf. Rear: Ernest H. Winter, T. Bernard Jones, Leonard J. M. Wezenaar and William L. MacMillan.

bluth, Knickerbocker Mills Co.; George Main, Safe Owl Products, Inc.; Walter L. Willner, Walter L. Willner Co., Inc.

The convention voted amendments to the ASTA contract and to the by-laws to put the changes in arbitration methods into effect.

Under the old "tripartite" system each party to a controversy appointed an arbitrator. The two arbitrators appointed an "umpire." A majority vote of the three, after a hearing, rendered the award.

Under the "panel" system, an arbitration supervision board, consisting of three experienced members elected by ASTA, submits a list of ten possible arbitrators to each side for opinions on names to be eliminated or chosen. The supervision board is not bound by the list, but uses it as a guide in appointing three arbitrators. These three arbitrators render an award by a majority vote, after a hearing, in the usual way.

Thomas F. Burns, chairman of ASTA's publicity committee, reported that the association's public relations program, developed by Bernard L. Lewis, Inc., scored enough circulation to reach the average American homemaker an estimated 34-5 times last year.

"Spice for Flavor" releases, alone, netted more than 151,200 lines of space in daily newspapers.



# HOEGH LINES

LEIF HOEGH & CO. A/S OSLO

## REGULAR SERVICE

from

SINGAPORE, PORT SWETTENHAM, PENANG,

BELAWAN

COLOMBO, COCHIN, BOMBAY and

DJIBOUTI

to

EAST CANADA, U. S. NORTH ATLANTIC

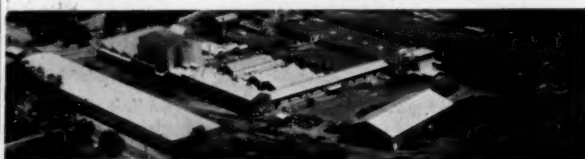
and U. S. GULF PORTS

## KERR STEAMSHIP COMPANY, INC.

General Agents

32 PEARL STREET, NEW YORK 4, N. Y.

Telephone: WHitehall 4-4450



Aerial view of the BASIC plant at Vacaville. This is the world's largest and most modern onion and garlic processing operation.

## NOW BETTER THAN EVER

..... BASIC's prepared ready-to-use Onion and Garlic. New and improved coarse grinds are especially suitable for salts and for mixtures where rich, fresh flavor at low cost is desired.

Now lighter in color than ever before is BASIC Onion, available sliced, chopped, coarse ground, powder.



For prices, particulars, samples, write

**BASIC VEGETABLE PRODUCTS, INC.**

VACAVILLE, CALIFORNIA

The publicity presentation was graphic. Slides in black and white and in color projected to six-foot size pictures of clippings, literature and advertisements used in the campaign, along with graphs and cartoons.

Clippings were also exhibited on large easel boards at the session.

"The industry's sales curve has been going up each year for the past several years," Mr. Burns emphasized, "despite market developments which have reduced dollar volume. There is more consumer interest in spices today than ever before. It is up to us to see that demand continues to increase. Out of it will come a brilliant future for our industry, and the legitimate profits to which we are all entitled."

Studies on the antioxidant properties of natural spices have been virtually completed, ASTA's research committee, headed by H. Walter Kuhl, declared in its report to the convention.

Two papers on the subject were presented last year at the annual meeting of the Institute of Food Technologists and were submitted for publication in Food Research.

### Spices in pickling

Research is continuing on the use of natural spices in commercial pickling. Laboratory work has shown that natural spices in the preparation of cucumber pickles are not a significant cause of softening, as the organisms which cause softening are widely distributed in the soils, on the cucumbers, on their blossoms and leaves, on shavings from fermentation tanks, and in brines without spices.

Two papers on the subject were published during the year.

Research is underway on other phases of spices, including medical aspects and analytical methods.

A key speaker at the Skytop convention was Dr. James R. Wilson, former secretary of the Committee on Foods and Nutrition of the American Medical Association, who reviewed medical aspects of spices.

Highlight of the lighter side of the doings at Skytop was something nonchalantly introduced by Ernest H. Winter, executive of the association, who strolled onto the platform, and when everyone was expectantly silent, shrugged, "Oh, well!," and walked off.

"Oh, well!" turned out to be another memorable spice potpourri by author-director-actor-singer Michael F. Corio, backed up by what is now a seasoned crew of spice trade performers.

ASTA Skytoppers roared with delight at such numbers as "Dealer's Lament" and "Broker's Hideaway."

The spice conventioners went out enthusiastically for the traditional bowling tournament, headed up by Thomas G. Tusinac, and golf, chaired by Robert J. Shearman. They also tried bowling-on-the-green, arranged by Michael P. Kedrovich. Events for the ladies were set up by Mrs. Kenneth G. Frazer, assisted by a large committee.

In one respect ASTA's 1955 convention was consistent. As the spice men, wives and guests departed from Skytop, they seemed convinced this was the best convention yet.

### Named to head up spice development in India

Dr. P. Abraham, plant physiologist, formerly of Bapatla and the Madras government pepper farm in North Malabar, has been appointed by the central government of India as spice development officer, with headquarters at Ernakulam.

## Search underway for easier to open spice containers, Conley tells food editor

Gripes about foods and food packaging as voiced by consumers were recently reported by Clementine Paddelford, food editor of the New York *Herald-Tribune*.

Answers to the gripes came from food manufacturers—including a reply by John E. Conley, assistant to the president of McCormick & Co., Baltimore, on the difficulties in opening spice containers.

Here's Mr. Conley's reply, as published by Miss Paddelford:

"The packaging problem is always with us, and it is one of which we are most cognizant and which we constantly try to improve.

"Spice cans are filled upside down—coming to us from the manufacturer with the lid on and we apply the bottom, thus sealing the tin. We must rent the necessary machinery for the closing from the can supplier. The chief difficulty is with the lugs which keep the top intact until it is punched through by the consumer for use. Our great problem, one never satisfactorily solved by us or the can manufacturer, is to maintain a uniform strength in the died-out portion, which makes the can easy to open. We have worked constantly in an endeavor to reach a satisfactory solution, but, as your mail testifies, we have not succeeded. Nevertheless, the work goes on.

"As a matter of fact, we have a number of experiments under way at the present time seeking to design a more satisfactory container top. Your correspondents have mentioned the insertion of a pouring spout similar to that on salt containers to be inserted, perhaps on the side of the tin. This idea is not new. It has been tried, and the same problem presents itself, the difficulty of keeping the can sealed for the protection of the contents, yet be easy to open. We have broken as many fingernails experimenting with this type of opening as with the top so loudly protested. Moreover, this type of container would materially increase the cost of the item.

"Plastic containers have also been included in our experimentation, but as yet this type is too expensive to employ. We do use glass with screw and sifter tops for many of our products, but in all cases the use of glass is not practical.

"What I am trying to say is the fact that we are aware of the problem, which we hope someday to solve to the satisfaction of all our public and ourselves."

## National public relations drive for pure vanilla started by Madagascar producers

The first nationwide public relations campaign to promote the use of pure vanilla extract is being started in this country by Madagascar vanilla growers, according to Pierre L. Massin, representative in New York City of French Overseas Territories.

Aim of the program, Mr. Massin said, will be to increase the use of pure vanilla extract in the home and to win back some of the food manufacturing market the pure product has lost to imitations in recent years.

The program will be sponsored by the Vanilla Growers

Association of Madagascar, with the cooperation of the Vanilla Bean Association of America.

Bernard L. Lewis, Inc., New York City, public relations firm specializing in the food field, has been retained to handle the program. The Lewis organization will set up and maintain a Pure Vanilla Information Bureau at its offices in the Empire State Building. In addition, new recipes, photographs and educational materials on pure vanilla will be produced for consumers.

A vanilla research program has also been started under the sponsorship of the Vanilla Bean Association of America and the Flavoring Extract Manufacturers Association. The study, being conducted at the Boyce Thompson Institute of Plant Research at Yonkers, New York is investigating the flavor components of vanilla and seeking to establish standards of identity for pure vanilla extract.

## Dallas coffee man dies

John Smart, a partner in the Dallas Coffee and Tea Co., died in a Dallas, Texas, hospital recently at the age of 78.

He had been a partner in the firm since 1920 with Robert Elkin. He had retired in 1952.

He is survived by a sister.

## Southern Coffee opens new building

The Southern Coffee Co., Houston, Texas, recently held the formal opening of its new 20,000 square foot building.

Owners Joseph Kessler and Lewis Platt held open house for friends and customers.



# FEMA votes levy for vanilla research

By CAROLE D. LINDGREN

Highlight of the 46th annual convention of the Flavoring Extract Manufacturers' Association came with passage of an assessment on all vanilla beans to be sold, to finance further research aimed at determining the constituents of this flavoring material.

Passed by almost 200 members attending the convention in Chicago at the Edgewater Beach hotel, the resolution originated by the association's Scientific Research Committee provides that an assessment of two cents a pound will be paid by members of the Vanilla Bean Association of America, and two cents per pound will be collected by them from the purchasers.

Funds derived from the assessment are to be deposited in a special Vanilla Research Committee fund, to be administered by two members of the Vanilla Bean Association and three members of FEMA. Importers are to assess themselves two cents a pound, and payment of the assessment was to become effective on June 1st, or as soon thereafter as possible.

## Jenks elected

The vanilla bean took the spotlight at the convention on the second day, although a hint of its importance was given in the opening president's message by William H. Hottinger Jr., of Bowey's Inc., Chicago, when he commented on research sponsored by the association in the last six months.

"Ultimately, Mr. Hottinger said, 'I hope research will be extended to other flavors and ingredients, so that the industry will be able to have reliable information at hand which no one firm individually could hope to have.'"

At the last session of the convention, newly elected officers were installed and Mr. Hottinger turned the gavel over to Don C. Jenks, of the Foote and Jenks Co., Jackson, Mich. The retiring president was named chairman of the advisory committee, on which will serve Leslie S. Beggs, of the Styron-Beggs Co., Newark, N. J.

Other officers elected are: first vice president, Myron J. Hess, S. Twitchell Co., Camden, N. J.; second vice president, E. N. Heinz, Jr., Food Materials Corp., Chicago; third vice president, C. P. McCormick, Jr., McCormick & Co., Inc., Baltimore; secretary, W. G. Grant, National NuGrape Co., Atlanta; treasurer, Lloyd E. Smith, Virginia Dare Extract Co., Brooklyn.

S. M. Kleinschmidt, of the Liquid Carbonic Corp., Chicago, was named chairman of the executive committee. Members are Dr. A. S. Wendt, Fred Fear & Co., Brooklyn; Hunt P. Wilson, Warner-Jenkinson Manufacturing Co., St. Louis, and M. Winston, Blanke-Baer Extract and Preserving Co., St. Louis. John S. Hall, of Chicago, continues as executive secretary and attorney for the association.

On the day after the FEMA convention, members of the National Fruit and Syrup Manufacturing Association held a one-day meeting, also electing officers. Heading the group are: president, S. B. Thomas, Limpert Brothers, Inc., Vineland, N. J.; secretary and treasurer, Julius Abrams, E. B. Evans Co., Philadelphia; corresponding secretary, John S. Hall.

Regional vice presidents and directors named are:

Eastern division, vice president, William S. Conway, Richardson Corp., Rochester, N. Y.; directors, A. H. Melnikoff, Trufruit Syrup Corp., Brooklyn; R. T. Benjamin, Lee-bern Chemical Co., New York City; Morton Wool, New York Extract Co., Philadelphia.

Midwest division, vice president, William H. Hottinger Jr.; directors, J. M. Blatterman, Warner-Jenkinson Manufacturing Co., St. Louis; J. Kniffen, Standard Fruit & Extract Co., Cincinnati; A. Levy, C. Dennery, Inc., New Orleans; Winston, Blanke-Baer Extract and Preserving Co., St. Louis.

Western division, vice president, B. R. Murphy, Nesbitt Fruit Products Co., Cincinnati; director, I. F. Hinds, Mission Dry Corp., Los Angeles.

Other business of the FEMA's opening day included an address by C. C. Augustson of Galesburg, Ill., president of the Illinois Retail Grocers' Association. He urged the flavoring manufacturers to push sales of their products by arousing enthusiasm in the merchants, by tie-in sales, better displays, improved packaging and emphasis on new promotion ideas.

Use of chemicals in food was discussed by James Gillet, committee chairman of the Manufacturing Chemists' Association and assistant to the president of the Victor Chemical Works.

Mr. Gillet pointed out that from the time primitive men first began to smoke their meats before eating, chemicals have been used in foods one way or another. Tracing the progress of chemistry in foods from that first use of "naturally" produced elements, through alchemy, to today's production of chemical additives, Mr. Gillet discussed Food and Drug Administration restrictions for protection of the public, and the high quality of America's foods as a result.

The annual report delivered by John S. Hall, executive secretary, included a summary of informative and legislative bulletins released during the past year to the membership, aspects of the Hoover Commission report relating to the Food and Drug Administration, and other national legislation affecting the industry.

## Market situations

Tuesday morning the members heard speakers on a variety of related topics, including discussions of market situations in vanilla beans by Ray C. Schlotterer, secretary of the Vanilla Bean Association of America, and the essential oil picture by Louis Gampert, president of the Essential Oil Association of the U. S.

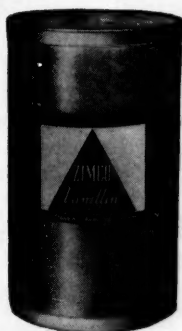
A technical symposium the afternoon of the second day, devoted to the vanilla industry, was opened by a report from H. L. Janovsky, of Virginia Dare Products, chairman of the association's Scientific Research Committee.

Outlining a new approach to the problems of the vanilla industry, Dr. George L. McNew, managing director of the Boyce Thompson Institute, which has been retained by the association to study the composition of vanilla beans,





## *Your* FLAVOR SUPPLIER *is a* SPECIALIST



He performs important services for you.

He knows what type of flavor will appeal to the public.

He has a practical knowledge of your manufacturing requirements.

He is trained to help you to improve your products and develop new ones.

Leading flavor houses have been using ZIMCO, the Original Pure Lignin Vanillin for many years.

They report, "There is nothing finer."

*Sterwin Chemicals INC.*

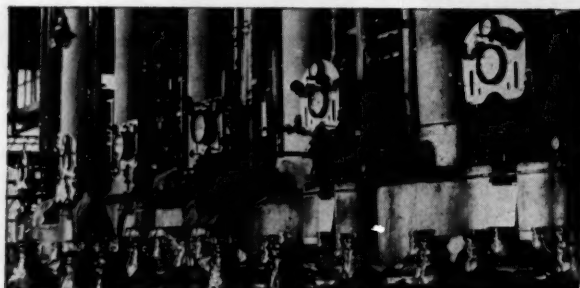
SUBSIDIARY OF STERLING DRUG INC.

1450 Broadway, New York 18, N.Y.  
2020 Greenwood Ave., Evanston, Ill.

# Givaudan



## produces



## basic



## flavor materials

As a primary source of supply for flavor materials, Givaudan, the world's largest producer of aromatics, has played a dominant role in the development of flavoring science.

We offer you a complete line of flavors for confectionery, ice cream, bakery and other products—all skillfully created to lend true taste appeal. At your request, our flavor staff will study your individual problem and make recommendations from hundreds of proven Givaudan flavors. Or we will develop an individual creation to meet your specific needs. Make Givaudan your flavor headquarters.

*Givaudan Flavors*  
Inc.

330 West 42nd Street, New York 36, N. Y.

Branches: Philadelphia • Boston • Cincinnati • Detroit  
Chicago • Seattle • Los Angeles • Toronto

described a program in four comprehensive, detailed stages.

The six-month preliminary study, he said, proved that other than vanillin there are at least two flavoring components in the extract which have not been identified.

Further exploratory work is planned, he explained, and a survey should be made of variations in extracts from different sources, as well as of ways to improve the extracts.

Dr. Edward A. Prill, also of the Institute, told in detail of the experiments performed and the results of the research to date. Three different fractions other than vanillin have been isolated, he revealed. One is a volatile ingredient the odor of apricots; another with the odor of apple juice, maybe a fraction, which might indicate the presence of an organic acid, and is to be investigated further; and a third which contains much of the characteristic odor.

Other talks included a description of experimental work on vanilla beans in Puerto Rico, by Dr. Thomas Theis, of the United States Experimental Station in Mayaguez.

Joseph R. Maxwell of The Camex Co., discussing "Vanilla Bean Culture and Growth," gave the growers' viewpoint, saying that to many of them, importation figures, now about where they were in 1900, are proof that "the majority of United States consumers have no idea what would constitute vanilla flavoring." He said the growers of Madagascar have allocated \$30,000 for a planned vanilla public relations campaign in this country, to offset drop in demand.

Other speakers for the symposium and at other sessions included Don D. Irish, Dow Chemical Co.; Robert H. Pulver, H. Kohnstamm & Co.; H. Shore, Felton Chemical Co.; C. Fricke, Polak & Schwarz, Inc., and F. J. Zimmerman, president of the Salvo Chemical Corp.

Committee reports and election of officers occupied the morning of May 25th, until adjournment.

Many members stayed over for the 38th annual meeting of the National Fruit and Syrup Manufacturers' Association. In addition to election of officers and committee reports, two guest speakers addressed the meeting.

Dr. T. D. Harmon, Ohio State university, discussed quality control and the importance of butterfat content in ice cream.

George W. Hennerich, of the Ice Cream Merchandise Institute, discussing "The Soda Fountain and You," pointed out that in 1954, 6,000 fountains were removed, only half of which were offset by new installations. Now, he said, 61 per cent of independent drug stores and 70 per cent of chain stores have fountains.

Better training of personnel and closer cooperation between the ice cream industry and the fruit and syrup manufacturers were suggested by Mr. Hennerich as remedies.

### Charles Wilson named chairman of board of W. R. Grace & Co.; directors reelected

The Board of directors of W. R. Grace & Co. has named Charles E. Wilson chairman of the board.

He succeeds William Grace Holloway, who announced his retirement at the annual stockholders' meeting of the company. The board named Mr. Holloway Honorary Chairman.

Mr. Wilson, former president of the General Electric Co. has been serving as chairman of the executive Committee of W. R. Grace & Co., with which he became associated in 1952.

All members of the Board of Directors were reelected at the annual stockholders' meeting.

### **Says chemical from green coffee helps preserve frozen cream flavor**

Researchers at the Louisiana State University have found that a chemical obtained from green coffee beans help in the preservation of flavor in frozen cream.

By adding the chemical to cream, possibilities for preserving cream during periods of high milk production have been greatly increased, it is reported.

### **Colombia to trade coffee for ships with Japan**

Colombia has signed a contract with the Japanese Uruga Dock Shipyards for the construction of four 100,000 ton freighters for Flota Mercante Grancolombiana, payable with coffee in 1956 valued at \$12,000,000.

### **the revolution in green coffee marketing**

*(Continued from page 21)*

campaign must be directed in such a way as to motivate mass action to accept something that is good, with less stress on price.

The Pan-American Coffee Bureau recently reported that in one survey 33 per cent of the people interviewed stopped going to restaurants because the coffee was poor; 49 per cent said they sought out another restaurant where the coffee was good. Such surveys clearly illustrate that the public is ready for a good cup of coffee.

The current policy adopted by most roasters of purchasing on a hand-to-mouth basis is understandable, but quite a defensive approach to this complex situation and one which does not solve, in the long run, many more important problems.

This method can eventually backfire in more than one way. Two examples regarding this will suffice for the time being:

1. The Latin American countries need revenues and our goodwill. The coffee trade and the consuming public must fully realize and understand that every dollar spent for coffee is used to purchase our industrial goods, which are necessary to the development of these countries.

2. Constantly changing prices at the retail counter shake the confidence of the consuming public in the coffee be-

verage. We must realize that price is no longer an effective weapon in increasing consumption. The roasters would do well to plan a more constructive public relations campaign, as mentioned above.

The writer has kept the mathematical treatment in this series of articles on an algebraic level for a simple, practical purpose. It permits the importer-dealer or the roaster to work the formulae with an inexpensive high-speed computing machine.

### **more cups—but "stretched"**

*(Continued from page 17)*

Use of instant or soluble coffee continued to increase, the report shows, although it still represents only 14 per cent of all coffee drunk in 1955. Ninety-five per cent of instant coffee is drunk at home and principally at breakfast.

On a per cup basis, instant coffee accounts for .37 cups per person per day out of a total of 2.67 cups consumed on the average.

Among various age groups, people in their 30's and 40's drink the most cups of coffee—2.86 and 2.81 respectively. Only among teen-agers has there been no gain in the past five years.

When compared with other beverages, more than half again as many people drank coffee than the next most popular beverage. Some 77.5 per cent of those interviewed said that they had drunk coffee on the preceding day while next in order came milk with 47.8 per cent and then fruit and vegetable juices with 31.9 per cent.

### **coffee extender decision**

*(Continued from Page 16)*

judge drew the conclusion that "neither the dictionary nor common usage afford us any definition or standard as to what is supposed to be contained in the liquid coffee served in the cup."

The judge added that until the State Board of Health issues regulations fixing a reasonable definition for the liquid coffee served in the cup, it isn't fair to forbid the sale of Buisman's "as a separate product to be added by the purchaser, if so desired, to make the liquid coffee."

The court decision makes it clear that the injunction applies to sale of Buisman's to stores. Use of the coffee extender in restaurants is not considered.

Mr. Austin is considering further steps which might be taken in the light of the court ruling.

## **VANILLA BEANS**

*For 99 years the recognized source of supply*

## **THURSTON & BRAIDICH**

286 Spring St.

New York, N. Y.

## **DAMMANN & CO., INC.**

## **VANILLA BEANS**

71 Murray Street

New York City

Established 1885

## **B. C. IRELAND, INC.**

**AGENTS AND BROKERS IN**

**SPICES SEEDS TEAS COFFEES**

225 Front Street

San Francisco, Calif.



# New York News

■ ■ Ralph Lombardi captained the green softball team to a double victory over the roasters at the annual New York coffee trade outing at the Hackensack Golf Club on June 21.

Sharing the spotlight with the ball games was the golf tournament. Ted Cook's net 68 copped the cup donated by the greens, while Dick Sutherland's net 68 took the roaster's cup.

After tuning up with a 10-1 morning softball triumph, the greens went to work on the roasters in the afternoon game.

In the first inning the roasters knocked in five runs and things looked bad for the Greens. But that was just an ambush. The Greens scored six runs in the second inning and continued from there. They belabored the ball to all parts of the field and by the bottom of the ninth had run up a 16-5 lead. In the last inning, the Roasters counted three times. Final score was a 16-8 Green victory.

The "refreshment committee" once again did a commendable job. A keg of beer in the shade of a tree was a welcome relief to the thirsty ball-players, umpires and spectators.

Mr. Lombardi is retiring for 1955 as baseball's only undefeated manager.

Guest golf prizes were won by J. V. Gurge, E. Simpson and J. L. Robinson.

A. J. Pasch placed his shot only 2'10" from the pin to take the hole-in-one tournament. Runner-up position was taken by E. J. Finnegan, Jr., with 6'5".

The raffle for a matched set of four golf clubs and carrying bag was won by Ken Fairchild.

Other golf prizes awarded at the evening dinner went to J. Sherman, F. Ehrhard, H. Horwitz, A. Sims, S. Willey, G. A. Sasseeen, H. Hanson, G. Raskopf, J. Balzac, N. W. Williams, J. A. McMillen, J. Malone, E. Downs, W. Farmer, G. Hedden, R. Scheidemann, D. Fletcher, W. Griffin, W. Spitzform, P. Schlegel, D. Osborn, H. Kolm and F. Cooley.

In addition to the golf awards, 25 door prizes were given out.

The consensus of opinion was that the arrangements were handled excellently. Durand Fletcher, George Sasseeen, Jim Norton, Fred Kohn, Bob Sasseeen and Jim Sullivan rate applause for their fine job.

As usual, good weather prevailed during the day. A drenching thunderstorm held off until the more than 300 coffee men were having dinner—and subsided when the festivities were over.

■ ■ As of June 1st, the De Hope Goldschmidt Corp. affiliated with Hard & Rand, Inc. Offices of the corporation were shifted from 91 Wall Street to 107 Wall. The firm's tea and coffee business is being carried on as usual under the same corporation name.

New directors of the corporation are Norbert L. H. Roesler, Arthur A. Anisanel, Carl Cnobloch, Jerome Niemann, Otto H. Goldschmidt and Martin Sanders.

Mr. Anisanel is president, Mr. Goldschmidt executive vice president, Mr. Niemann treasurer, Mr. Cnobloch secretary, and Wallace H. Clare is assistant secretary.

■ ■ If the Rossman's—father, David and son Alan—seem to be beaming even

more than usual, the reason is a new Rossman, Michael, born May 26th to Alan and his wife, Jean. Alan is associated with his dad in David Rossman, Inc., roasters specializing in the restaurant trade.

■ ■ Stein, Hall & Co., Inc., has shifted its coffee department to a new location. It's now at 101 Front Street.

■ ■ John C. Pasko has been named general sales manager for the Eppens, Smith Co., Inc.

■ ■ Kenneth R. Egan has succeeded Michael O'Callahan as one of the representatives of the Robin Line on Front Street.

The Robin Line serves coffee ports in East and South Africa.

Mr. Egan will work with Arthur J. Coyle, who has been representing the Robin Line among the coffee houses.

Mr. O'Callahan resigned for new activities in South Africa.

■ ■ H. R. McComb was named by the directors of the New York City Green Coffee Association to fill the vacancy on the trade and statistics committee left by the resignation of C. B. Fongaro.

■ ■ In the U. S. to interest roasters in their country's coffee is a four-man mission from Tanganyika.

Two of the team are Africans—Andrea Shangarai, manager of the Kilimanjaro Native Co-operative Union, which handles 30 per cent of Tanganyika's coffee, mostly the best grades, and Sospater Kweyamba, president of the Bukoba Native Co-operative Union, producer of half of Tanganyika's coffee.

The other two team members are A.L.B. Bennett, economic adviser to the cooperatives, and B. J. J. Stubbings, a senior officer of the Tanganyika government and district commissioner in the area where the Kilimanjaro cooperative operates.

## JAMES W. PHYFE & CO., INC.

### Coffee Brokers and Agents

Representing leading shippers of  
Africans—Ethiopians—Belgian Congos

98 Front St., New York 5, N. Y.

Cable Address: Phyfe, N. Y.

## UFININDO INTERNATIONAL CORPORATION

(Union Financiere D'Extreme Orient)

82 Beaver St. New York 5, N. Y.

Importers and Agents of  
all African Coffees

Cable Address: UFINCAFE

## Wm. Hosmer Bennett & Son

Coffee Agents and Brokers

100 Front St.  
"Laticlave"

NEW YORK, 5

## REAMER, TURNER & CO.

COFFEE

Brokers and Import Agents

"REATURN"  
104 FRONT ST.

NEW YORK

## S. A. GLASBERG CO.

ABYSSINIANS — ANGOLAS — BELGIAN CONGOS  
IVORY COAST — MADAGASCARS — UGANDAS

Cables: Cefruki, New York

67 Wall Street

New York 5, N. Y.

**Reaud-Geck Corporation**  
Mexican — Santo Domingo — Ecuador  
Guatemalan — Venezuelan  
Cuban — Africa  
Coffees

59 PEARL STREET

NEW YORK

Get your **COLOMBIANS**

via

**BALZACBRO**

Shortest Route from Growers

**Balzac Bros. & Company, Inc.**

**GEORGE P. BOTT & CO.**

COFFEE BROKERS AND AGENTS

90-96 Wall St., New York, Tel. BOWling Green 9-1497

Agents for

**SOC. RIO PRETO DE CAFE, LTDA.**

SANTOS — PARANAGUA

**ABREU FILHOS EXP. E IMP. S.A.**

RIO DE JANEIRO

**Edward P. McCauley & Co.**  
**COFFEE**

One Jones Lane

New York 5, N. Y.

Cable Address: CAULCAFE

**J. A. Medina Company**

New York

Specializing in

**MEXICAN-CENTRAL AMERICAN**  
**COFFEES**

Established 1880

**WALTER B. CARSWELL**

135 FRONT STREET, NEW YORK 5

*Green Coffees*

Tel. HAnover 2-1566

**A. L. RANSOHOFF Co., Inc.**

*Coffee*

NEW YORK

Cable Address  
"RANWILLIG"

108 Front Street

**INDUSSA CORPORATION**

**GREEN COFFEES**

96 Wall Street

New York

Cable Address:

INDUSSACOM

**CHARLES F. SLOVER & Co., Inc.**

Coffee

NEW YORK

TEL: WHITEHALL 4-8182

109 FRONT STREET

**W. H. LEE COMPANY**

COFFEE

COMMISSION

BROKERAGE

Cable Address  
"WILEECOM"

NEW YORK 101 FRONT ST.

MEMBERS NEW YORK COFFEE & SUGAR EXCHANGE, INC.

**WESSEL, DUVAL & CO., Inc.**

Established 1825

EXPORT



IMPORT

**Coffee and Cocoa**

CABLE ADDRESS  
HEMENWAY, NEW YORK

67 BROAD STREET, NEW YORK 4, N.Y.

# New Orleans Notes

By W. McKENNON

■ ■ Three daily local papers here carried stories on the visit to New Orleans of Eduardo A. Echeverria, of Guatemala, president of the Lord Howe Coffee Co. in New Orleans. Mr. Echeverria's statement that U. S. coffee prices should be raised to \$1.10 per pound to raise the Latin American standard of living and combat communism caught the public ear. He went on to point out that the housewife would not be hurt financially, paying 25 to 35 cents more a week for coffee. The extra cost would improve the Latin American economic structure, which would mean more exports to those countries, Mr. Echeverria added.

■ ■ Oscar Morales and Miguel Navas, of Guatemala, were recent visitors to New Orleans where they made their headquarters at the offices of C. H. D'Antonio.

■ ■ David Kattan has returned from New York City, where he represented Honduras in the meeting of coffee producing countries there.

■ ■ J. Norcom Jackson, of S. Jackson & Son, Inc., left recently for a trip to Florida.

■ ■ James Montgomery, of Leon Israel & Bros., Inc., Rio de Janeiro, was a recent visitor in New Orleans.

■ ■ Fred Wendt, general freight traffic manager of the Mississippi Shipping Co., with Mrs. Wendt and family, left recently on the Del Mar for Brazil, Uruguay and Argentina. They will be gone 42 days. Mr. Wendt will visit the company offices in Latin American countries.

■ ■ Mr. and Mrs. Austin O'Brien have returned from New York.

■ ■ Ashton Lafaye, of Lafaye and Arnaud, with his family, sailed recently aboard the Del Mar for Brazil on a business and pleasure trip.

■ ■ Charles Dorsa, new partner in Felix J. Vaccaro & Co., has announced the company will continue representing the same firms as in the past. August Hofman, who has been with the Vaccaro offices for the past several years, will continue with Mr. Dorsa. The company will retain the same offices at 305 Magazine St.

■ ■ Walter T. Brown, of Otis McAllister, Houston, was a recent visitor in New Orleans.

■ ■ Mr. Raymond Turfait, of Turfait and Cie, S. A., Paris, France, with Mrs. Turfait, visited New Orleans recently, where he made his headquarters at the offices of Adolph C. Ricks & Co., their representatives in the Mississippi Valley. The Turfaits came here from Miami and went on to New York before returning to Paris.

■ ■ Mr. and Mrs. George Westfeldt, Jr., and family have returned from a vacation at Destin, Florida.

■ ■ James Coleman, of W. R. Grace & Co.'s New York office was a recent business visitor in New Orleans.

■ ■ George Sanders, of George Sanders & Company, Puerto Rico, visited the offices of David Kattan here, recently.

■ ■ Albert Schaaf, of Stewart, Carnal & Co., has returned from a business trip to the interior.

■ ■ E. A. Lafaye, vice president of J. Aron & Co., has returned to the office after a business trip to interior markets.

■ ■ Ed J. Ganucheau was away from his desk at J. Aron & Co. on a week's trip in the interest of his firm.

## Southern California

By VICTOR J. CAIN

■ ■ H. O. Knecht recently flew to San Francisco to call on the coffee trade.

■ ■ Harold Gavigan, of B. C. Ireland, Inc., accompanied by Paul Van Dillen, of Internatio-Rotterdam, Inc., made a visit to Los Angeles to call on the local coffee trade. While here in Southern California they made their headquarters at the office of H. O. Knecht & Co.

■ ■ Bill White, of the Huggins-Young Co., recently was host to several roasters for a weekend fishing trip at the La Grulla Hunt & Fish Club, which is located just outside Ensenada, Mexico. Those going along for the sport included Mr. and Mrs. Roy E. Farmer, Earl Lingle, Fred Bartz, Lorrie Moseley, Fred Hannan, and Ed Apffel. From all reports, it was a fine, enjoyable trip for all

concerned, except for a very bad sunburn which Roy picked up while surf casting.

■ ■ Earl Lingle, of the Lingle Bros. Coffee Co., recently made a trip to San Francisco for a directors' meeting of the Pacific Coast Coffee Association.

■ ■ Cedric Sheerer, of Ruffner, McDowell & Burch, Inc., made the rounds of the coffee trade in Los Angeles.

■ ■ Ray Bradt, of Ben Hur Products, recently made a trip to San Francisco for a directors' meeting of McCormick & Co., Inc.

■ ■ Andrew Moseley, of Breakfast Club Coffee, Inc., flew to New York for a meeting of directors of the National Coffee Association.

■ ■ Charles Mack, (president of the Goldfield Development Corp.) made a hurried trip to Grand Junction, Colorado, to make a further study of their holdings in uranium.

■ ■ Miss Norma Pointkowski (now known as Mrs. Williams), private secretary to W. J. Morton, recently returned from honeymooning at Las Vegas, Nevada.

## St. Louis

By LEE H. NOLTE

■ ■ The first game of the golf season of the St. Louis Coffee Club was played over the course of the Normandy Country Club.


The blind bogey was won by Harold Schmidt, of the R. C. Can Co., the low gross by Ed McCleery of the W. Ferd Dahlen Co., and the high gross by Charles Schwarz of Borchsenius Co., New York City.

As usual, a very good time was had by all. Twenty members and friends played golf and 38 enjoyed a good steak supper. After the awarding of prizes, the boys retired to the card rooms and had some more fun.

## Chicago

By JOE ESLER

■ ■ National Tea Co. reports one hundred trucks are used in Chicago to supply 283 stores. The drivers of these trucks, with more than three million miles of driving to their credit, have been awarded



**EXTRA CHOICE**

**PRODUCTS**

**HONDURAS WASHED COFFEES**  
**HONDURAS UNWASHED COFFEES**

**DAVID A. KATTAN**

**COFFEE IMPORTERS**

502 Natchez St. New Orleans 12, La. Tel: CAnal 5745

**C. H. D'ANTONIO & CO.**

**Coffee**

**BROKERS • AGENTS**

203 Board of Trade Annex, New Orleans, La.

---

**Equipment to buy?**  
**Equipment to sell?**

Let the classified column of **COFFEE**  
**AND TEA INDUSTRIES** help you.



safety medals for their good records.

■ ■ A key and winding strip from a pound of new Thomas J. Webb coffee entitles the sender to a double coupon worth 50¢. Each coupon good for 25¢ on a pound of Thomas J. Webb coffee. In their drive for sales the company is using newspaper, radio, television and an old fashion pony drawn surrey in the style of 1880.

■ ■ McCormick & Co. is running a sales boosting program in the Chicago area, with newspaper ads offering 16 tea bags with every purchase of a package of 48.

■ ■ John Blackburn of Ruffner, McDowell & Burch, Inc., has returned from a vacation in Santa Barbara.

■ ■ Chicago Coffee Club membership list is now ready and copies are being sent to all members. Two recent members are Geo. L. Lingner of Jabez Burns & Sons, and M. Murphy of Continental Can Co.

■ ■ David J. McKay has been named district manager of the New Orleans territory for the Shellmar Betner division of Continental Can Co.

■ ■ Standard Brands Inc. gave a dinner for their Chicago sales staff at the Palmer House last month.

### San Francisco

(Continued from page 31)

retire all its old vessels within the next ten years, which will give them a total of 19 new ships within that period.

■ ■ Will Ehrman, president of the General Grocers Co., Portland, Oregon, was

a visitor last month in San Francisco. His mother lives here and he spent some time with her.

■ ■ Leon Cavasso's wife, June, gave birth to a baby girl recently, their third child of that sex, but Leon is not discouraged. He will perpetuate his name yet. There may be no connection, but Leo drives a brand new firm car in three shades of blue, one of which might be called a baby blue. Boys on the street questioned the color. With the name B. C. Ireland, it should have been three shades of green.

■ ■ Oswald Granicher left last month on the new direct flight to New York and back. It was fast time, a new service the air lines are providing.

■ ■ Bill Morton was seen on San Francisco streets the other day. That's not news, but it would be if he stayed in Los Angeles for any protracted period.

■ ■ According to Ernie Shaw, president of the PCCA, the new government deal to buy roasted coffee is working out very well for the Army, Navy and Veterans Administration, as well as for the roasters. Bids have been running from 74 cents to 75 cents under carefully established specifications in both the green and final product. Roasters selling to the government are able to make this favorable price because all selling costs are eliminated. It also enables the roaster to keep his personnel busy during the slack periods, thereby reducing his own cost of production. The government can take advantage of the roasters' timing on

his purchases, which lead to savings. The government's practice was to purchase green coffee as needed. Provision has also been made by the government to take care of the smaller roasters.

■ ■ Norman Johnson, whose family has a cabin on Echo Lake, asked a number of his friends to spend the weekend with him last month. Norm said it was not too far to the east side of Lake Tahoe, where they had many a friendly bout with the strong arm of the slot machines. He did not recommend drinking lake water, so they brought most of their liquid in bottles.

Among those who enjoyed the outing were Bill Morton, Charlie Nonenmacher, Carl Corey, Jack Mooney, Jack Schimelpfenig, Harvey Brockhage, Bob Powell, Fred DeBow and, of course, older brother Ed Johnson.

■ ■ Jack Eversbusch is now working in the office of E. A. Johnson & Co. to learn all he possibly can about the coffee business. His father is the head of the Intercanbia Merchantile Co., Mexico City.

■ ■ The Western States Tea Association met last month at Gino's and set the date for their annual picnic. It is August 20th at the San Mateo Memorial Park. That is the big social event for the association, and the boys are looking forward to it with great interest. Ed Spillane was appointed general chairman of the affair. It was a wise choice, for he knows where to get the boys the best of eats.

### International Coffee Bureau

(Continued from page 27)

will always keep pace with the demands of the trade and their customers.

ICB will maintain a program that will make the fear of coffee shortages and scarcity a thing of the past, he said. Once the supply of coffee is assured, he stated, disastrous price fluctuations will not be possible.

The constitutional committee's price plan was to go into effect on July 1st, at the beginning of the new crop year.

The committee pointed out that its price recommendations were extremely flexible. Certain grades of coffee could be expected to sell for more than the suggested maximum of 60 cents, ex dock New York, or less than the minimum of 50 cents.

The plan was only a suggestion, the committee emphasized, on which each country would decide for itself.

The suggested maximum and minimum prices were recommended by the committee, it stated in a release, after conferences with spokesmen for the world's processing industry, economists representing U. S. consumer groups, marketing analysts who surveyed consumer purchasing power in the United States and Europe, and delegates from many coffee growing countries.

U. S. processing industry figures who were consulted by the committee indicated that the recommended price range "adequately protected" the substantial coffee and

plant investment of roasters and processors, the release explained.

The National Coffee Association, in a letter to ICB, said that any roaster who might have taken part in such conferences "could not and did not do so as an official representative of NCA."

NCA President John F. McKiernan made it clear the identity of the "processing industry figures" referred to by ICB was unknown to NCA, and they did not voice the official view of NCA.

ICB's constitutional committee named Brazil's Horacio Cintra-Leite and Colombia's Andres Uribe to the organization's executive committee. They are charged with the responsibility of continuing the development of ICB's constitution and are empowered to call delegates from other member countries to a special meeting when deemed necessary.

Alkindar Junqueira, president of the Brazilian Coffee Institute, said that the formation of ICB shows "what it is possible to do in a climate of cooperation."

In New York he told a press conference that he "hoped" U. S. officials would co-sign the agreements drawn up by the grower representatives formulating the new organization's constitution.

He said he considered "present" green coffee spot prices fair to both consumers and growers and predicted a continuance of such prices would help solve the "so-called coffee surplus problem."

He expressed the belief that Africa will participate fully in the quota plan.

# UNION



## Tremendous Selection Modern Rebuilt Machinery At Bargain Prices

Bauer No. 322 Radiant Ray Roaster with Color Controller.  
Burns 2 and 4 Bag Jubilee Roasters.  
Jabez Burns No. 25, 4000 lb. Granulator.  
Jabez Burns No. 35 Coffee Roaster.  
Burns No. 12 Coffee Grinder.  
Resina LC, Capem 4-Head Capper.  
Day Dry Powder Mixers, 50, 100, 200, 400, 600, 1,500 and 10,000 lbs. cap.  
S. & S. late style Transwrap Fillers.  
Burt 611 AUB adj. Wraparound Labeler.  
Pony ML, World and Ermold Rotary and Straightaway Automatic Labelers.  
Pneumatic Automatic Cartonng Line.  
S. & S. G1, G2, HG88 Auger Fillers.  
Whiz Packer and Triangle Fillers.  
Amsco, Doughboy Rotary Bag Sealers.  
Hayssen, Scandia, Miller, Package Machy., Campbell Wrappers.

### Prompt Delivery

Complete Details and Quotations  
Available On Request

UNION STANDARD EQUIPMENT CO  
318 322 Lafayette St., New York 12, N. Y.

### SITUATIONS WANTED

**EXPERIENCED** Tea and Coffee man seeks new connection. Overseas experience in London, Amsterdam & Djakarta in both tea and coffee buying, blending and roasting. Experience in plant supervision. Very good references. Address Box 55 c/o Coffee and Tea Industries.

**INSTANT COFFEE ENGINEER MANAGER** capable of designing, building, and operating complete plant is interested in contacting firms with desire for establishing instant plant or present producer requiring this knowledge. All comments of your plans or needs in strictest confidence. Address Box 65 c/o Coffee and Tea Industries.

## BETTER COFFEE

can be made in  
Clean Equipment

Write for a sample  
package of

## COFFEE URN CLEANER

WALTER R. HANSEN  
P.O. Box 91, Elgin, Illinois

# Index to Advertisers

	Page		Page
American Coffee Corp. ....	14	Japan Tea .....	48
American Duplex Co. ....	28	Johnson & Co., E. A. ....	31
Angel & Co., Inc., H. Reeve ....	27	Junta de Exportacao do Cafe Colonial .....	6
Argentine State Line .....	34	Kattan, David A. ....	62
Atlantic Coffee Bag Co. ....	27	Kerr Steamship Co., Inc. ....	54
Balzac Bros. & Co., Inc. ....	61	Lara & Sons, Inc., Leonidas ....	20
Basic Vegetable Products Co. ....	54	Lee Company, W. H. ....	61
Bendiks, Inc., H. L. C. ....	23	Lloyd Brasileiro .....	35
Bennett & Son, Wm. Hosmer ....	60	Mackey & Co., C. A. ....	16
Bickford & Co., C. E. ....	Cover	Magdalinos, S. J. ....	29
Borchsenius Co., Inc., Carl ....	32	McCauley & Co., Edw. P. ....	61
Bott, George P. & Co. ....	61	McCormick & Co. ....	55
Bowen Engineering, Inc. ....	28	Medina Co., J. A. ....	61
Brookhattan Trucking Co., Inc. ....	40	Mississippi Shipping Co., Inc. ....	36
Burns & Sons, Inc., Jabez ....	10	Mooney & Son, Inc., H. Mills ....	32
Byrne, Delay & Co. ....	26	Moore-McCormack Lines, Inc. ....	38
Carswell, Walter B. ....	61	National Federation Coffee Growers of Colombia .....	Cover
Carter, Macy Co., Inc. ....	42	Nopal Line .....	37
Classified Advertisements ....	64	Otis McAllister .....	Cover
Coffee Instant, Inc. ....	27	Pan-American Coffee Bureau ....	4, 5
Compania Salvadorena de Cafe ....	24	Phyfe & Co., James W. ....	60
Continental Can Co. ....	8	Pope & Talbot Lines .....	37
Dammann & Co., Inc. ....	59	Ransohoff Co., Inc., A. L. ....	61
D'Antonio & Co., C. H. ....	62	R. C. Can Co. ....	3
Dobbeleer Co. ....	29	Reamer, Turner & Co. ....	60
East Asiatic Co., The .....	Cover	Reaud-Geck Corp. ....	60
Emigh Co., Inc., Weldon H. ....	31	Reed & Co., Inc., Geo. W. ....	31
Eppens, Smith Co., Inc. ....	25	Ruffner, McDowell & Burch, Inc. ....	2
Fairchild & Bolte .....	25	Schonbrunn & Co., Inc., S. A. ....	23
Federacion Cafetalera Centro- America-Mexico, El Caribe ....	22	Slover & Co., Charles F. ....	61
General Foods Corp. ....	39	Sol Cafe Manufacturing Corp. ....	7
Givaudan Flavors Inc. ....	58	Standard Brands, Inc. ....	26
Glasberg, S. A. ....	60	Sterwin Chemicals, Inc. ....	57
Grace Line .....	39	Stockard & Co., Inc., ....	40
Grace & Co., W. R. ....	18	Thomson Inc., Henry P. ....	46
Gulf & Smith American S.S. Co. ....	38	Thurston & Braidich .....	59
Gump Co., B. F. ....	1	Ufinindo International Corp. ....	60
Haitian Coffee .....	14	United Fruit Company .....	35
Hall & Loudon .....	50	Wessel, Duval & Co., Inc. ....	61
Haly Co., The G. S. ....	31	Wilhelm & Co., Inc., R. C. ....	26
Hansen, Walter R. ....	64		
Hooper Jr., Co., Joseph G. ....	31		
Indussa Corp. ....	61		
Ireland, Inc., B. C. ....	59		
Irwin-Harrisons-Whitney, Inc. ....	44		

### BEST SELLER

### IN COFFEE BOOKS —

### THE COFFEE

### MAN'S MANUAL

\$2.50

THE SPICE MILL PUBLISHING CO.  
INCORPORATED  
106 Water Street, New York 5, N.Y.

## "Manufacturing Processes for Soluble Coffee"

is now available in  
booklet form

50 cents per copy

Coffee & Tea Industries  
(formerly The Spice Mill)  
106 Water St., New York 5, N. Y.



## "Penny Universities" ...and the part coffee played in education

In the days of Robinson Crusoe's creator, Daniel DeFoe, coffee houses in London sold *only* coffee—and that for a penny a cup! These houses, sometimes referred to as clubs, attracted men famous in literature. DeFoe and others such as Johnson, Addison and Steele, Pope and Goldsmith made them centers of wit and learning. Eventually these coffee houses became known as "penny universities" because one could acquire so much knowledge for only the price of a cup of coffee.

The days of the penny cup of coffee are gone forever—but the coffee break remains an institution.

Since Otis McAllister was established in 1892, its policy has always been to import as many varieties of high grade coffee as possible. To gain that end the company maintains 18 offices in Central and South America, staffed with experts who are experienced in every phase of our great industry. Through these offices, and other affiliations, the company imports more than 100 types of coffee—coffee to meet the specifications of any roaster.

*Producers of* DON CARLOS MEDELLINS

OTIS ARMENIAS • CARMENCITA

MANIZALES • ROLLO BUCKS

OTIS MEXICANS • CENTRAL AMERICANS

VENEZUELAN • AFRICANS

*and those Team-Mates of Quality*

**GENUINE CUSTOM-BUILT VINTAGE BOURBONS**

## OTIS McALLISTER

**SAN FRANCISCO 4**  
310 Sansome St.

**NEW YORK 5**  
129 Front St.

**NEW ORLEANS 12**  
321 International Trade Mart

**CHICAGO 10**  
510 N. Dearborn St.

**HOUSTON**  
1 Main St.

**LOS ANGELES 13**  
837 Traction Ave.

**ST. LOUIS 2**  
216 S. 7th St.

**TORONTO 2**  
228 King St., East

*Established 1892*

MEMBER OF **NCA**







The East Asiatic Company

Front Street, New York